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MERCHANDISING FILE "R"

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

1933

Published by Authority of the HON. R. B. HANSON, K.C., M.P.,
Minister of Trade and Commerce.

OTTAWA
1935

846



DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in British Columbia, 1930 - 1933

The total retail merchandise trade in British Columbia during 1933 amounted to \$153,719,000 according to the results of the Census of Merchandising and Service Establishments, 1933. This represents a decline in dollar volume of 38.2 per cent when compared with the 1930 retail sales figure of \$248,597,500. Or, representing the total retail merchandise trade in 1930 by 100, indexes of the dollar volume of business for the following three years are 83.2 for 1931, 65.2 for 1932, and 61.8 for 1933.

The data for the basic year 1930 were secured from the results of the Census of Merchandising and Service Establishments, 1931. The figures for the following years have been derived from indexes of retail sales based upon reports secured in 1934 from all chain stores and the larger independent stores and covering the period from 1931 to 1933. In 1930 there were 9,501 stores operating in British Columbia. Since all stores were not covered in the current census, it is not possible to give the number of trading establishments in 1933. Further explanations regarding the methods used in preparing the tables presented in this bulletin will be found in the last section of this introduction.

Upon comparing the business in each year with that of the year immediately preceding, it is found that the year-to-year decreases in the retail merchandise trade of the province were as follows: 1931, -16.8 per cent; 1932, -21.6 per cent; and 1933 compared with 1932 showed a decrease of 5.2 per cent. Retail merchandise trade in British Columbia during the period 1930 to 1933 thus showed the largest yearly decrease in 1932 and the smallest in 1933. When all stores are classified into the nine broad kind-of-business groups used in the Census of Merchandising, the year-to-year changes for each group are as follows:

	1931	1932	1933
	%	%	%
Food group	-17.1	-17.5	- 6.2
Country general stores	-15.6	-17.7	- 5.8
General merchandise group	- 8.6	-17.0	- 2.2
Automotive group	-23.5	-27.9	- 1.2
Apparel group	-16.1	-21.9	- 4.8
Building materials group	-18.7	-34.8	-12.9
Furniture and household group	-24.9	-25.7	- 9.9
Restaurant group	-21.8	-28.7	- 7.7
Other retail stores	-17.3	-22.3	- 7.1

It will thus be seen that for the province as a whole and for each of these broad groupings according to kinds of business, the greatest percentage decrease below the preceding year occurred in 1932 and the smallest in 1933.

Comparison of Dollar Volume of Sales and Price Changes

The dollar volume of sales in British Columbia for each year from 1930 to 1933 and indexes of sales (1930 = 100) are given below:

<u>Year</u>	<u>Total Sales</u> \$	<u>Index of Sales</u> (1930 = 100)
1930	248,597,500	100.0
1931	206,807,000	83.2
1932	162,179,000	65.2
1933	153,719,000	61.8

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure equal 100:

Index Numbers of Retail Prices, Rents and Costs of Services, Canada

(1930 = 100)

<u>Year</u>	<u>Total Index</u>	<u>Food Index</u>	<u>Fuel Index</u>	<u>Rent Index</u>	<u>Clothing Index</u>	<u>Sundries Index</u>	<u>Retail Price Index</u> (Foods, fuel, clothing, household requirements)
1930 .	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931 .	90.3	78.4	93.4	97.3	87.5	98.0	85.3
1932 .	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933 .	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930, or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in British Columbia over the same period

was 38.2 per cent or 11 per cent greater than the Dominion drop in price levels.

Sales by Kinds of Business

In 1930 sales of all retail establishments classified as food stores amounted to \$48,692,000 or 19.59 per cent of the total retail trade of the province. The business transacted in the same year by the general merchandise group of stores amounted to \$45,862,100 or 18.45 per cent of the total. In 1933 these two groups were interchanged in the order of their sales importance. In that year the general merchandise group had sales of \$34,010,000 or 22.12 per cent of the total retail trade, while the food group of stores with sales of \$31,262,000 transacted 20.34 per cent of the total business of the province. The most important classification in the food group is composed of stores of the grocery and combination type. Combination stores are defined as those selling both groceries and meats, and for the Census of Merchandising, 1931, separate data were published for this type of store. For the current census, it has been necessary to combine the figures for grocery and combination stores, and it is found that in 1933 the business transacted by these stores formed 69.5 per cent of the 1930 figure. Indexes of sales for the years 1931 and 1932 are 86.3 and 73.3. Sales of meat markets in 1933 amounted to \$6,185,000 or 56.7 per cent of the 1930 figure. The lower index for meat markets is at least partly due to the greater drop in the price levels of meat products as compared with grocery items.

Country General Stores.--Country general stores in British Columbia sold goods in 1933 amounting in value to \$11,563,000 or 65.5 per cent of the 1930 sales figure. Indexes of sales for the two preceding years are 84.4 for 1931 and 69.5 for 1932.

General Merchandise Group.--Department stores, unchanged in number since 1930, declined in sales volume from \$38,831,900 in 1930 to 74.1 per cent of that amount, or \$28,756,000, in 1933. Variety stores show a sales volume of \$3,025,000 in 1933 as compared with \$3,640,000 in 1930, a decline of 16.9 per cent.

Automotive Group.--The sales volume of automobile dealer establishments decreased from \$21,296,000 in 1930 to 48.0 per cent of that amount, or \$10,226,000, in 1933. Indexes of retail sales for the intervening years are 70.2 in 1931 and 44.5 in 1932. The 1933 business of filling stations is estimated at \$3,908,000 or 72.9 per cent of the dollar volume in 1930.

Apparel Group.--For the apparel group as a whole, the indexes of retail sales (1930 = 100) are as follows: 1931, 83.9; 1932, 65.6; and 1933, 62.5. The kind-of-business classifications included in this group, together with the sales indexes for each of the years 1931, 1932 and 1933, are as follows: Men's and boys' clothing and furnishings stores, 78.1, 58.2, 54.3; Family clothing stores, 80.0, 65.9, 65.0; Women's apparel and accessories stores, 88.8, 70.6, 67.9; and Shoe stores, 88.7, 70.7, 67.0.

Building Materials Group.--Sales made by retail hardware stores in British Columbia during 1933 amounted to \$2,899,000 or 65.5 per cent of the \$4,425,400 reported for 1930. Lumber and building material dealers declined in sales from \$3,945,800 in 1930 to 40.0 per cent of that amount, or \$1,579,000, in 1933.

Furniture and Household Group.--Furniture stores had total sales in 1933 amounting in value to \$1,516,000 or 61.7 per cent of the \$2,456,800 reported for 1930. Sales of household appliance stores decreased from \$1,942,700 in 1930 to

48.4 per cent of that amount, or \$940,000, in 1933. Radio and music stores showed a somewhat greater percentage decrease, sales of \$2,989,600 in 1930 declining to 42.5 per cent of that figure, or \$1,271,000, in 1933.

Restaurants, Cafeterias and Eating Places.--Total sales of restaurants, cafeterias and eating places in 1930 amounted to \$10,135,000. In 1933 the corresponding amount was \$5,220,000 or 51.5 per cent of the 1930 figure. Indexes of sales for the intervening years are 78.2 in 1931 and 55.8 in 1932.

Other Retail Stores.--The principal classifications included in this group, together with the sales indexes for 1931, 1932 and 1933 (1930 = 100) are as follows: Coal and wood yards, 85.7, 72.1, 58.2; Drug stores, 88.8, 75.6, 67.9; Jewellery stores, 76.8, 54.6, 53.6; Tobacco stores and stands, 83.7, 72.6, 64.7; and Government liquor stores, 84.3, 61.7 and 59.7.

Chain Stores and Sales

In 1930 chain store units numbering 692 had total sales of \$47,875,300 and this amount formed 19.3 per cent of the total sales of all stores in British Columbia during that year. In 1933 the number of chain store units had increased to 740 and these had sales of \$32,150,000 or 20.9 per cent of the total retail business. Ratios of chain store sales to total sales were 19.7 per cent in 1931 and 20.1 per cent in 1932.

The chain figures given above include only data for groups of four or more stores owned or operated by one firm. Figures for voluntary chains are not included and department store chains have also been omitted from these computations.

In 1930 grocery, combination store and meat market chains transacted 27.2 per cent of the total business of all such stores. In 1933 the percentage had increased to 35.2 per cent. Ratios of chain sales to total sales in 1933 for other lines of business, with 1930 percentages in brackets, were as follows: Men's and boys' clothing and furnishings, 8.0 (8.6); Shoe stores, 31.0 (20.1); Household appliance stores, 83.9 (85.4); Restaurants, 13.2 (12.0); and Drug stores, 30.8 (31.3).

Chain Stores and Sales Classified According to Type of Chain.--Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered by their branches. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more.

In Table 3 the chains in British Columbia are classified according to type, and a comparison is made as between 1930 and 1933. The table shows that the proportion of chain stores and the proportion of total chain sales attributable to each type of chain has remained comparatively constant over the three year period.

Description of Method Used in Computing Indexes of Retail Sales

As already stated in this report, the sales figures given for the years 1931 to 1933 have been derived from indexes of retail sales based upon reports received in 1934 from all chain stores and the larger independent stores. Figures

were received covering the period 1931 to 1933. The independent stores from which reports were secured were those with an annual turnover of \$30,000 or more in 1930 (\$20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that over two-thirds of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the provincial retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and combination stores, meat markets, department stores, variety stores, automobile dealers, coal and wood yards, drug stores, and restaurants and other eating places.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales			Index of Retail Sales (1930 = 100)		
	(Estimated)					
	1930	1931	1932	1930	1931	1932
Total, All Stores	\$ 248,597,500	\$ 206,807,000	\$ 162,179,000	100.0	83.2	65.2
Food Group	48,692,000	40,386,000	33,312,000	100.0	82.9	68.4
Bakery product stores (manufacturing bakeries not included)	1,474,600	1,222,000	1,010,000	100.0	82.9	68.5
Candy and confectionery stores	4,699,300	3,915,000	3,134,000	100.0	83.3	66.7
Dairy product dealers (other than manufacturing dairies)	2,119,000	1,310,000	990,000	100.0	61.8	46.7
Fruit and vegetable stores	1,648,000	1,463,000	1,211,000	100.0	88.8	73.5
Grocery and combination stores	26,287,900	22,687,000	19,269,000	100.0	86.3	73.3
Meat markets (including sea foods)	10,909,200	8,476,000	6,642,000	100.0	77.7	60.9
Other food stores	1,555,000	1,314,000	1,054,000	100.0	84.5	67.8
Country General Stores	17,653,500	14,900,000	12,269,000	100.0	84.4	69.5
General Merchandise Group	45,862,100	41,899,000	34,763,000	100.0	91.4	75.8
Department stores	38,831,900	35,493,000	29,305,000	100.0	91.4	75.5
Dry goods stores	2,146,600	1,785,000	1,447,000	100.0	83.6	67.4
General merchandise stores	1,243,600	960,000	837,000	100.0	77.2	67.3
Variety stores	3,640,900	3,651,000	3,174,000	100.0	100.3	87.2
Automotive Group	34,122,100	26,088,000	18,807,000	100.0	76.5	55.1
Motor vehicle dealers	21,296,000	14,942,000	9,466,000	100.0	70.2	44.5
Accessories, tires and batteries	1,116,800	924,000	784,000	100.0	82.7	70.2
Filling stations	5,360,100	5,173,000	4,406,000	100.0	96.5	82.2
Garages	5,607,200	4,486,000	3,746,000	100.0	80.0	66.8
Other automotive establishments (including motorcycles, bicycles and supplies)	742,000	564,000	405,000	100.0	76.0	54.6
Apparel Group	17,409,400	14,615,000	11,419,000	100.0	83.9	65.6
Men's and boys' clothing and furnishings stores (includes custom tailors)	6,366,200	4,972,000	3,705,000	100.0	78.1	58.2
Family clothing stores	1,828,000	1,462,000	1,205,000	100.0	80.0	65.9
Women's apparel and accessories stores	6,137,000	5,450,000	4,533,000	100.0	88.8	70.6
Shoe stores	3,078,200	2,730,000	2,176,000	100.0	88.7	70.7

Table 1 (Cont'd.) -

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
	1930 \$	(Estimated)			1930	1931	1932	1933
		1931 \$	1932 \$	1933 \$				
Building Materials Group	12,348,900	10,044,000	6,552,000	5,710,000	100.0	81.3	53.1	46.2
Hardware stores	4,425,400	3,872,000	2,947,000	2,899,000	100.0	87.5	66.6	65.5
Lumber and building material dealers	3,945,800	3,005,000	1,776,000	1,579,000	100.0	76.1	45.0	40.0
Other building materials (including roofing materials)	1,847,100	1,627,000	329,000	576,000	100.0	88.1	50.3	31.2
Electrical shops (without radio)								
Heating and plumbing shops	2,130,600	1,540,000	399,000	656,000	100.0	72.5	42.2	30.8
Paint and glass stores								
Furniture and Household Group	8,207,100	6,160,000	4,579,000	4,127,000	100.0	75.1	55.8	50.3
Furniture stores	2,456,800	2,115,000	1,676,000	1,516,000	100.0	86.1	63.2	61.7
Household appliance stores	1,942,700	1,214,000	1,045,000	940,000	100.0	62.5	53.8	48.4
Other home furnishings (including floor coverings, curtains, etc.)	818,000	538,000	395,000	400,000	100.0	65.8	47.0	48.9
Radio and music stores	2,989,600	2,293,000	1,474,000	1,271,000	100.0	76.7	49.3	42.5
Restaurants, Cafeterias and Eating Places	10,135,000	7,926,000	5,655,000	5,220,000	100.0	78.2	55.8	51.5
Other Retail Stores	54,167,400	44,790,000	34,824,000	32,366,000	100.0	82.7	64.3	59.8
Farmers' supply stores	11,341,200	9,484,000	7,605,000	7,010,000	100.0	83.6	67.1	61.8
Book stores	793,900	714,000	495,000	488,000	100.0	89.9	62.4	61.5
Coal and wood yards	5,699,200	4,884,000	4,109,000	3,317,000	100.0	85.7	72.1	58.2
Ice dealers	129,900	110,000	89,000	54,000	100.0	84.3	68.2	41.9
Drug stores	6,530,400	5,799,000	4,937,000	4,434,000	100.0	88.8	75.6	67.9
Florists	761,600	585,000	484,000	438,000	100.0	76.3	63.6	57.5
Jewellery stores	2,668,200	2,049,000	1,457,000	1,430,000	100.0	76.8	54.6	53.6
Office, school and store supplies and equipment dealers	1,210,600	802,000	549,000	490,000	100.0	66.2	45.4	40.5
Tobacco stores and stands	2,900,800	2,428,000	2,106,000	1,877,000	100.0	83.7	72.6	64.7
Government liquor stores	14,735,400	12,428,000	9,084,000	8,796,000	100.0	84.5	61.7	59.7
Unclassified kinds of business(1)	7,396,200	5,510,000	3,898,000	4,031,000	100.0	74.5	52.7	54.5

(1) Includes secondhand stores.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 2.--Comparison of Chain Sales and Total Sales, All Stores,
and Selected Kinds of Business

	1930	1931	1932	1933
	\$	\$	\$	\$
Total Sales, All Stores	248,597,500	206,807,000	162,179,000	153,719,000
Chain sales	47,875,300	40,675,700	32,660,400	32,150,000
Percentage, chains to total	19.3	19.7	20.1	20.9
Grocery and Combination Stores and Meat Markets, Total	37,196,100	31,163,000	25,912,000	24,455,000
Chain sales	10,117,100	8,989,900	8,294,100	8,606,800
Percentage, chains to total	27.2	28.8	32.0	35.2
Men's and Boys' Clothing and Furnishings Stores (includes custom tailors), Total.	6,366,200	4,972,000	3,705,000	3,457,000
Chain sales	548,100	419,600	238,800	277,100
Percentage, chains to total	8.6	8.4	6.4	8.0
Shoe Stores, Total	3,078,200	2,730,000	2,176,000	2,062,000
Chain sales	619,400	594,500	524,200	640,000
Percentage, chains to total	20.1	21.8	24.1	31.0
Household Appliance Stores, Total	1,942,700	1,214,000	1,045,000	940,000
Chain sales	1,658,700	984,000	903,000	788,700
Percentage, chains to total	85.4	81.1	86.4	83.9
Restaurants, Cafeterias and Eating Places, Total	10,135,000	7,926,000	5,655,000	5,220,000
Chain sales	1,213,000	897,900	629,300	691,500
Percentage, chains to total	12.0	11.3	11.1	13.2
Drug Stores, Total	6,530,400	5,799,000	4,937,000	4,434,000
Chain sales	2,042,500	1,871,600	1,602,000	1,367,500
Percentage, chains to total	31.3	32.3	32.4	30.8

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1930 - 1933

Table 3.--Chain Stores and Sales Classified by Types of Operation

	1930				1933			
	Stores		Sales		Stores		Sales	
	Number	%	Amount	%	Number	%	Amount	%
All Chains, Total	692	100.00	47,875,300	100.00	740	100.00	32,150,000	100.00
Local chains	220	31.79	6,981,600	14.58	219	29.59	5,155,300	16.04
Provincial chains	192	27.74	26,158,000	54.64	222	30.00	16,520,200	51.38
Sectional chains	120	17.34	4,695,000	9.81	136	18.38	5,291,200	10.24
National chains	160	23.13	10,040,700	20.97	163	22.03	7,183,300	22.34
Grocery and Combination Store and Meat Market Chains, Total	244	100.00	10,117,100	100.00	282	100.00	8,606,800	100.00
Local chains	79	37.08	2,856,400	28.23	83	29.43	2,190,400	25.45
Provincial chains	26	17.22			37	13.13		
Sectional chains	109	25.85	7,260,700	71.77	107	37.94	6,416,400	74.55
National chains	30	19.87			55	19.50		

Published by Authority of the HON. W. D. EULER, M.P.,

Minister of Trade and Commerce.

MERCHANDISING FILE 'R'

DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in British Columbia, 1934

Retail trade in British Columbia for the year 1934 amounted to \$171,652,000, according to calculations made by the Bureau of Statistics and based upon reports received for the annual Census of Merchandising and Service Establishments. This figure represents an increase of 10.9 per cent in value of sales over 1933 and it is also 5.4 per cent higher than the amount recorded for 1932. Representing the value of retail trade for 1930 by 100, sales for the following years may be represented by 83.5 for 1931, 65.5 for 1932, 62.2 for 1933, and 69.0 for 1934.

With the exception of coal and wood yards, increases in trade were recorded for all lines of business, the greatest gain over 1933 being experienced by motor vehicle dealers. The total business of motor vehicle dealers for 1934, including the sale of both new and used vehicles, amounted to \$14,927,000, an increase of 46.0 per cent over the figure reported for 1933 and approximately equal to the value of sales for 1931. Large increases in 1934 over 1933 were recorded for most of the kind-of-business classifications in the furniture and household group of stores. For furniture stores the increase in 1934 over 1933 was 20.8 per cent; for household appliance stores the increase was 9.7 per cent; and for radio and music stores the increase was 19.7 per cent.

Sales of grocery stores (including grocery stores with meat departments) were \$19,130,000 for 1934, an increase of 4.7 per cent over the amount recorded for 1933 and only slightly less than the value of sales in 1932. Sales of meat markets for 1934 were \$6,607,000 or 6.8 per cent higher than in 1933. Value of sales for country general stores increased by 11.4 per cent over the figure recorded for 1933. For department stores the increase was 4.3 per cent; for men's clothing and furnishings stores, 13.3 per cent; for women's clothing stores, 5.8 per cent; for hardware stores, 10.6 per cent; and for drug stores, 6.6 per cent.

Value of sales for coal and wood yards for 1934 were \$2,713,000 or 18.2 per cent below the amount recorded for 1933. Value of sales for florists was slightly below the 1933 figure.

Chain Store Sales.--In 1934 chain stores transacted business to the value of \$33,896,600 or 19.7 per cent of the total sales for all retail stores in the province. In 1933 the ratio of chain store sales to total sales was 20.9 per cent and in 1932 it was 20.2 per cent. Included in the chain store figures are the British Columbia sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures mentioned above.

Of the total sales of all grocery stores, combination stores and meat markets in British Columbia in 1934, amounting to \$25,737,000, chain store sales were \$9,165,300 or 35.7 per cent. In 1933 the corresponding ratio was 36.2 per cent and in 1932 it was 32.7 per cent. The ratios of

chain store sales to total sales for 1934 for certain other kinds of business, together with the corresponding ratios for 1933 in brackets, are as follows: Variety, 5-and-10, and to-a-dollar stores, 74.2 (76.1); shoe stores, 27.5 (31.0); and drug stores, 30.4 (30.8).

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. In all, including both chain and independent stores, returns were received covering approximately 2,200 establishments in British Columbia, and it is estimated that these transacted 70 per cent of the total retail trade of the province. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census, so that the figures given in this report relate to all retail trade and not only to the business transacted by the reporting firms. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during the year. Table 1 shows the value of sales for each year from 1930 to 1934 for all retail trade in the province as a whole and also for the various kind-of-business classifications used in this Census. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1933 and 1934. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison for 1933 and 1934 of sales by commodity groups of department stores. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages, and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

Table 1.--Total Net Sales and Sales Indexes by Kinds of Business

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934
	1930	1931-1932			1930	1931-1932			
		1931	1932	1933		1931	1932	1933	
Total, All Stores	248,597,500	207,552,000	162,951,000	154,751,000	100.0	83.5	65.5	62.2	+10.9
Food Group	48,692,000	41,129,000	34,084,000	32,239,000	100.0	84.5	70.0	66.2	+ 5.2
Bakery product stores (manufacturing bakeries not included)	1,474,600	1,222,000	1,010,000	1,032,000	100.0	82.9	68.5	70.0	+13.8
Candy and confectionery stores	4,699,300	3,915,000	3,134,000	2,890,000	100.0	83.3	66.7	61.5	+ 3.4
Dairy product dealers (other than manu- facturing dairies)	2,119,000	1,992,000	1,621,000	1,505,000	100.0	94.0	76.5	71.0	+ 0.7
Fruit and vegetable stores	1,648,000	1,523,000	1,353,000	1,332,000	100.0	92.4	82.1	80.8	+ 3.8
Grocery and combination stores	26,287,900	22,687,000	19,269,000	18,270,000	100.0	86.3	73.3	69.5	+ 4.7
Meat markets (including sea foods)	10,908,200	8,476,000	6,643,000	6,185,000	100.0	77.7	60.9	56.7	+ 6.8
Other food stores	1,555,000	1,314,000	1,054,000	1,025,000	100.0	84.5	67.8	65.9	+ 9.1
Country General Stores	17,653,500	14,900,000	12,269,000	11,563,000	100.0	84.4	69.5	65.5	+11.4
General Merchandise Group	45,862,100	41,899,000	34,763,000	33,902,000	100.0	91.4	75.8	73.9	+ 5.5
Department stores	38,831,900	35,493,000	29,305,000	28,756,000	100.0	91.4	75.5	74.1	+ 4.3
Dry Goods stores	2,146,600	1,795,000	1,447,000	1,367,000	100.0	83.6	67.4	63.7	+16.5
General merchandise stores	1,243,600	960,000	837,000	754,000	100.0	77.2	67.3	60.6	+21.4
Variety stores	3,640,000	3,651,000	3,174,000	3,025,000	100.0	100.3	87.2	83.1	+ 7.2
Automotive Group	34,122,100	26,089,000	18,807,000	18,587,000	100.0	76.5	55.1	54.5	+29.4
Motor vehicle dealers	21,296,000	14,942,000	9,466,000	10,226,000	100.0	70.2	44.5	48.0	+46.0
Accessories, tires and batteries	1,116,800	924,000	784,000	727,000	100.0	82.7	70.2	65.1	+14.5
Filling stations	5,360,100	5,173,000	4,406,000	3,908,000	100.0	96.5	82.2	72.9	+ 8.1
Garages	5,607,200	4,486,000	3,746,000	3,325,000	100.0	80.0	66.8	59.3	+ 6.8
Other automotive establishments (including motorcycles, bicycles and supplies)	742,000	564,000	405,000	401,000	100.0	76.0	54.6	54.1	+29.4
Apparel Group	17,409,400	14,614,000	11,419,000	10,874,000	100.0	83.9	65.6	62.5	+ 9.4
Men's and boys' clothing and furnishings stores (including custom tailors)	6,366,200	4,972,000	3,705,000	3,457,000	100.0	78.1	58.2	54.3	+13.3
Family clothing stores	1,828,000	1,462,000	1,205,000	1,188,000	100.0	80.0	65.9	65.0	+14.9
Women's apparel and accessories stores	6,137,000	5,450,000	4,333,000	4,167,000	100.0	88.8	70.6	67.9	+ 7.8
Shoe stores	3,076,200	2,730,000	2,176,000	2,062,000	100.0	88.7	70.7	67.0	+ 7.1

Table 1.--Total Net Sales and Sales Indexes by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales (Estimated)				Index of Retail Sales (1930 = 100)				% of Change 1933-1934		
	1930	1931	1932	1933	1930	1931	1932	1933			
Building Materials Group	12,348,900	10,044,000	6,551,000	5,710,000	6,225,000	100.0	81.3	53.1	46.2	50.4	+ 9.0
Hardware stores	4,425,400	3,872,000	2,947,000	2,899,000	3,206,000	100.0	87.5	66.6	65.5	72.4	+10.6
Lumber and building material dealers	3,945,800	3,005,000	1,776,000	1,579,000	1,752,000	100.0	76.1	45.0	40.0	44.4	+10.9
Other building materials (including roofing materials)	1,847,100	1,627,000	929,000	576,000	579,000	100.0	88.1	50.3	31.2	31.3	+ 0.5
Electrical shops (without radio)											
Heating and plumbing shops	2,130,600	1,540,000	899,000	656,000	688,000	100.0	72.3	42.2	30.8	32.3	+ 4.8
Paint and glass stores											
Furniture and Household Group	8,207,100	6,160,000	4,580,000	4,187,000	4,921,000	100.0	75.1	55.8	51.0	60.8	+12.2
Furniture stores	2,456,800	2,115,000	1,676,000	1,516,000	1,831,000	100.0	86.1	68.2	61.7	74.5	+20.8
Household appliance stores	1,942,700	1,214,000	1,045,000	940,000	1,031,000	100.0	62.5	53.8	48.4	53.1	+ 9.7
Other home furnishings (including floor coverings, curtains, etc.)	818,000	538,000	385,000	460,000	608,000	100.0	65.8	47.0	56.2	74.3	+32.2
Radio and music stores	2,989,600	2,293,000	1,474,000	1,271,000	1,521,000	100.0	76.7	49.3	42.5	50.9	+19.7
Restaurants, Cafeterias and Eating Places	10,135,000	7,926,000	5,655,000	5,220,000	5,868,000	100.0	78.2	55.8	51.5	57.9	+12.4
Other Retail Stores	54,167,400	44,791,000	34,823,000	32,469,000	36,071,000	100.0	82.7	64.3	59.9	66.6	+11.1
Farmers' supply stores	11,341,200	9,484,000	7,605,000	7,010,000	8,516,000	100.0	83.6	67.1	61.8	75.1	+21.5
Book stores	793,900	714,000	495,000	488,000	513,000	100.0	82.9	62.4	61.5	64.6	+ 5.1
Coal and wood yards	5,699,200	4,884,000	4,109,000	3,317,000	2,713,000	100.0	85.7	72.1	58.2	47.6	+18.2
Ice dealers	129,900	110,000	89,000	54,000	55,000	100.0	84.3	68.2	41.9	42.3	+ 1.9
Drug stores	6,530,400	5,799,000	4,937,000	4,434,000	4,728,000	100.0	88.8	75.6	67.9	72.4	+ 6.6
Florists	761,600	585,000	484,000	438,000	437,000	100.0	76.8	63.6	57.5	57.4	+ 0.2
Jewellery stores	2,668,200	2,049,000	1,457,000	1,430,000	1,783,000	100.0	76.8	54.6	53.6	66.8	+24.7
Office, school and store supplies and equipment dealers	1,210,600	802,000	549,000	490,000	611,000	100.0	66.2	45.4	40.5	50.5	+24.7
Tobacco stores and stands	2,900,800	2,428,000	2,106,000	1,981,000	2,096,000	100.0	83.7	72.6	68.3	72.3	+ 5.8
Government liquor stores	14,735,400	12,426,000	9,094,000	8,796,000	10,145,000	100.0	84.3	61.7	59.7	68.8	+15.3
Unclassified kinds of business	7,396,200	5,510,000	3,898,000	4,031,000	4,474,000	100.0	74.5	52.7	54.5	60.5	+11.0

Note: In a number of instances figures for the years 1931 to 1933 have been revised.

BRITISH COLUMBIA, RETAIL MERCHANDISE TRADE, 1934

Table 2.--Comparison of Chain Store Sales and Total Sales - All Stores
and Selected Kinds of Business

	1930	1931	1932	1933	1934
ALL STORES, Total Sales ...	\$248,597,500	207,552,000	162,951,000	154,751,000	171,652,000
Chain store sales .	\$ 47,875,300	40,860,200	32,863,500	32,405,600	33,896,600
%, chains to total.	19.3	19.7	20.2	20.9	19.7
Grocery, Combination Store and Meat Markets, Total Sales	\$ 37,196,100	31,163,000	25,912,000	24,455,000	25,737,000
Chain store sales .	\$ 10,117,100	9,174,400	8,470,200	8,862,400	9,165,300
%, chains to total.	27.2	29.4	32.7	36.2	35.7
Variety, 5-and-10, and to- a-dollar Stores, Total Sales	\$ 3,640,000	3,651,000	3,174,000	3,025,000	3,243,000
Chain store sales .	\$ 2,769,700	2,779,300	2,414,300	2,301,300	2,406,600
%, chains to total.	76.1	76.1	76.1	76.1	74.2
Shoe Stores, Total Sales ..	\$ 3,078,200	2,730,000	2,176,000	2,062,000	2,209,000
Chain store sales .	\$ 619,400	594,500	524,200	640,000	606,900
%, chains to total.	20.1	21.8	24.1	31.0	27.5
Restaurants, Cafeterias and Eating Places, Total Sales	\$ 10,135,000	7,926,000	5,655,000	5,220,000	5,868,000
Chain store sales .	\$ 1,213,000	897,900	629,300	691,500	610,500
%, chains to total.	12.0	11.3	11.1	13.3	10.4
Drug Stores, Total Sales ..	\$ 6,530,400	5,799,000	4,937,000	4,434,000	4,728,000
Chain store sales .	\$ 2,042,500	1,871,600	1,602,000	1,367,500	1,438,100
%, chains to total.	31.3	32.3	32.5	30.8	30.4

BRITISH COLUMBIA, RETAIL MERCHANDISE TRADE, 1934

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933	Sales in 1934	% of Change 1933-1934
Total Sales, All Departments	28,756,000	30,000,000	+ 4.3
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,311,200	4,440,300	+ 3.0
Automotive supplies (including tires, batteries, automotive parts)	105,200	122,400	+16.3
Cafeterias and restaurants (including fountain and lunch rooms)	505,000	517,400	+ 2.5
Clothing and furnishings, men's and boys' (including hats and caps)	2,897,700	3,105,300	+ 7.2
Drugs and toilet articles and preparations (including cameras and photographic supplies)	750,500	779,800	+ 3.9
Dry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns)	2,438,500	2,580,100	+ 5.8
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	128,600	130,900	+ 1.8
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	9,893,900	9,867,300	- 0.3
Furniture (including mattresses, springs)	834,400	993,800	+19.1
Hardware and kitchen utensils (including paints, wall-paper)	944,800	1,054,600	+11.6
Home furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings)	1,733,800	1,908,200	+10.1
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	242,300	260,800	+ 7.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	224,800	263,500	+17.2
Leather goods and travelling goods (including purses and hand-bags)	178,500	200,700	+12.4
Millinery	307,100	343,900	+12.0
Radios, musical instruments, and supplies	161,300	153,700	- 4.7
Shoes and other footwear (men's, women's and children's)	1,636,600	1,717,600	+ 4.9
Sporting goods (including bicycles, toys, games)	244,700	267,300	+ 9.2
Stationery, books and magazines	479,800	525,400	+ 9.5
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	240,300	230,700	- 4.0
Miscellaneous merchandise (Specify principal departments included here, giving figures for each one whose sales amount to more than 5 per cent of total store sales)	497,000	536,300	+ 7.9

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CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

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1935

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Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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OTTAWA

1936

Published by Authority of the HON. W. D. EULER, M.P.,
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in British Columbia, 1935

Reflecting the general improvement in economic conditions in this province, the value of the total retail trade of British Columbia was 9 per cent greater in 1935 than in the preceding year and 21 per cent greater than in 1933. Sales in 1935 were \$187,257,000 compared with \$171,609,000 in 1934 and \$154,751,000 in 1933. The index of sales for British Columbia for 1935 on the base 1930 equals 100 stands at 75.3.

Percentage increases in 1935 over 1934 varied widely for different kinds of business, but a comparison of the provincial ratios with the Dominion averages shows that improvement in British Columbia was greater than that for the Dominion as a whole for 34 of the 40 kind-of-business classifications used in this Census. In particular, grocery and combination stores, country general stores and the restaurant group, while reporting but slight increases in other provinces, recorded substantial gains here.

Conforming with the results for other provinces, the greatest percentage increase in trade in British Columbia was recorded by the automotive group. Aggregate sales of motor vehicle dealers in British Columbia amounted to \$19,136,000 in 1935, an increase of 28.2 per cent over the 1934 figure and only 10 per cent lower than that recorded for the base year 1930. The sales figure for motor vehicle dealers covers total receipts from all sources, including the sale of new and used vehicles, tires and accessories, gas and oil, and receipts from repair and service operations conducted by these establishments. New motor vehicle sales alone showed a much greater increase than that recorded for the trade as a whole. Another series of reports shows that 7,225 new motor vehicles (including both passenger and commercial models) sold for \$7,323,307 in 1935, increases of 47 per cent in number and 44 per cent in value over the 4,910 units which sold for \$5,088,429 in 1934.

The furniture and household group and the building materials group were about equal in point of view of increased business over 1934. Furniture store sales of \$2,029,000 were 11 per cent higher than in the preceding year. Household appliance store sales were up by 19 per cent, while radio and music store sales increased by 15 per cent. Sales for the group as a whole increased by 13 per cent. Total sales of retail hardware stores amounted to \$3,639,000, an increase of 14 per cent over 1934, while lumber and building materials dealers, with total sales of \$1,942,000, were up by 11 per cent.

Grocery and combination stores, with total sales of \$20,704,000, registered an increase of 8 per cent over the preceding year. This is in contrast with the unchanged conditions or minor increases recorded for this classification in other provinces. Fruit and vegetable store sales were up by 9 per cent and meat market sales advanced 7 per cent.

Country general store sales of \$14,118,000 registered an increase of almost 10 per cent, this increase being more than twice that recorded for this classification in any other province. Department stores, with \$31,005,000 sales, were up by 3 per cent while variety stores increased the value of their business by 7 per cent. Increases for other important classifications were 14 per cent for jewellery stores, 10 per cent for Government liquor stores, 10 per cent for coal and wood yards, and 4 per cent for drug stores.

Chain Stores.--The proportion of the total retail trade of British Columbia transacted by chains remains relatively constant. In 1935 there were 76 chain companies which operated 704 unit stores with \$37,218,800 sales, this amount forming 19.9 per cent of the total business of all retail stores. In the preceding year, there were 79 chains

with 725 stores and these had sales of \$33,797,700 or 19.7 per cent of the provincial total. In 1930, there were 95 chains, 692 unit stores with \$47,875,300 sales, and the chain store ratio was 19.3 per cent. Thus it is seen that, while the number of chain firms has declined (due to the closing out of one or two branches of the smaller chains and the consequent removal of such firms from the chain store category), the total number of unit stores and the ratio of chain store business to the total retail trade have shown little change.

The chain store sales given here include the British Columbia sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures given here.

Although the ratio of chain store business to the total has varied but little for the retail trade of the province as a whole, considerable changes have taken place for certain kinds of business. A summary of the operations of chain stores is presented in Table 2, comparative figures being shown for 1930 and 1932 to 1935, first for the total retail trade and then for some of the kind-of-business classifications in which chains are of most importance.

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. In all, including both chain and independent stores, returns were received covering approximately 2,200 establishments in British Columbia, and it is estimated that these transacted about 70 per cent of the total business of all retail stores in the province. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census, so that the figures given in this report relate to all retail trade and not only to the business transacted by the reporting firms. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. Table 1 shows the number of stores and value of sales for 1930 together with the estimated value of retail trade for each of the years 1933 to 1935. Figures are given for all retail trade as a whole and also for the various kind-of-business classifications used in the Census. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1934 and 1935. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison for 1934 and 1935 of sales by departments of department stores. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages, and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

It should be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are especially active in some districts in the sale of these commodities.

Table 1. ---Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1920 Number (1) of Stores	Total Net Sales		Total Net Sales, Estimated (2)				Indexes of Retail Sales (1920 = 100)					% of Change, 1934-1935
		\$	\$	1933	1934	1935	1936	1930	1931	1932	1933	1934	
Total, All Stores	9,501	248,597,590	154,751,000	171,602,000	187,257,000	100.0	100.0	83.5	65.5	62.2	69.0	75.2	+ 2.1
Food Group	3,476	48,692,020	32,232,000	33,915,000	36,352,000	100.0	100.0	100.0	100.0	100.0	100.0	100.0	+ 2.2
Bakery product stores (manufacturing bakeries not included)	178	1,474,600	1,032,000	1,175,000	1,249,000	100.0	100.0	82.9	68.5	70.0	79.7	84.7	+ 6.3
Candy and confectionery stores	747	4,699,300	2,890,000	2,980,000	3,072,000	100.0	100.0	83.3	66.7	61.5	63.6	65.4	+ 2.8
Dairy product dealers (other than manufacturing dairies)	250	2,112,000	1,555,000	1,515,000	1,576,000	100.0	100.0	92.0	76.5	71.0	71.5	74.4	+ 4.0
Fruit and vegetable stores	192	1,649,000	1,332,000	1,382,000	1,506,000	100.0	100.0	94.4	82.1	80.8	83.9	91.4	+ 9.0
Grocery and combination stores	1,461	26,287,900	18,270,000	19,130,000	20,704,000	100.0	100.0	86.3	73.3	69.5	72.8	78.8	+ 8.2
Meat markets (including sea foods)	503	12,903,200	6,185,000	6,607,000	7,084,000	100.0	100.0	77.7	60.9	56.7	60.6	64.9	+ 7.2
Other food stores	142	1,555,000	1,025,000	1,118,000	1,168,000	100.0	100.0	84.5	67.8	65.9	71.9	75.1	+ 4.5
Country General Stores	814	17,653,500	11,523,000	12,881,000	14,118,000	100.0	100.0	84.4	69.5	65.5	73.0	80.0	+ 9.6
General Merchandise Group	202	45,862,150	33,924,000	35,751,000	37,272,000	100.0	100.0	91.4	75.8	73.9	78.0	81.3	+ 4.3
Department stores	25	32,831,900	28,756,000	30,000,000	31,005,000	100.0	100.0	91.4	75.5	74.1	77.3	79.8	+ 3.4
Dry goods stores	112	2,146,600	1,387,000	1,592,000	1,741,000	100.0	100.0	83.6	67.4	63.7	74.2	81.1	+ 9.3
General merchandise stores	35	1,243,500	754,000	915,000	1,061,000	100.0	100.0	77.2	67.3	60.6	73.6	85.3	+16.0
Variety stores	30	3,540,000	3,027,000	3,543,000	3,472,000	100.0	100.0	100.3	87.2	83.1	89.1	95.4	+ 7.1
Automotive Group	1,122	34,122,100	19,587,000	24,053,000	28,544,000	100.0	100.0	76.5	55.1	54.5	70.5	83.7	+18.7
Motor vehicle dealers	196	21,296,000	10,226,000	14,927,000	19,136,000	100.0	100.0	70.2	44.5	48.0	70.1	89.9	+28.2
Accessories, tires and batteries	48	1,116,800	727,000	832,000	855,000	100.0	100.0	82.7	70.2	65.1	74.5	76.6	+ 2.8
Filling stations	463	5,760,100	3,908,000	4,224,000	4,359,000	100.0	100.0	96.5	82.2	72.9	78.8	81.3	+ 3.2
Garages	368	5,607,200	3,325,000	3,551,000	3,526,000	100.0	100.0	80.0	66.8	59.3	63.3	62.9	- .7
Other automotive establishments (includ- ing motorcycles, bicycles and supplies)	47	742,000	401,000	519,000	668,000	100.0	100.0	76.0	54.6	54.1	69.9	90.0	+28.7
Apparel Group	772	17,409,400	10,874,000	11,897,000	12,530,000	100.0	100.0	83.9	65.6	62.5	68.3	72.0	+ 5.3
Men's and boys' clothing and furnishings (includes custom tailors)	342	6,366,200	3,457,000	3,916,000	4,304,000	100.0	100.0	78.1	58.2	54.3	61.5	67.6	+ 9.9
Family clothing stores	51	1,828,000	1,188,000	1,365,000	1,426,000	100.0	100.0	80.0	65.9	65.0	71.7	78.0	+ 4.5
Women's apparel and accessories stores ..	257	6,137,000	4,167,000	4,407,000	4,590,000	100.0	100.0	88.8	70.6	67.9	71.8	73.3	+ 2.1
Shoe stores	122	3,078,200	2,062,000	2,209,000	2,300,000	100.0	100.0	88.7	70.7	67.0	71.8	74.7	+ 4.1

(1) and (2): See footnotes on page 4.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1935

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)					% of Change, 1935-1930		
	Number (1) of Stores	Total Net Sales	1933	1934	1935	1930	1931	1932	1933		1934	1935
Building Materials Group	379	12,348,900	5,710,000	6,225,000	7,025,000	100.0	81.3	53.1	46.2	50.4	56.9	+12.9
Hardware stores	184	4,425,400	2,899,000	3,206,000	3,639,000	100.0	87.5	66.6	65.5	72.4	82.2	+13.5
Lumber and building material dealers	83	3,945,800	1,579,000	1,752,000	1,942,000	100.0	76.1	45.0	40.0	44.4	49.2	+10.8
Other building materials (including roofing materials)	14	1,847,100	576,000	579,000	676,000	100.0	88.1	50.3	31.2	31.3	36.6	+16.8
Electrical shops (without radio)												
Heating and plumbing shops	98	2,130,600	656,000	688,000	768,000	100.0	72.3	42.2	30.8	32.3	36.0	+11.6
Paint and glass stores												
Furniture and Household Group	301	8,207,100	4,187,000	4,948,000	5,599,000	100.0	75.1	55.8	51.0	60.3	68.2	+13.2
Furniture stores	86	2,456,800	1,516,000	1,831,000	2,029,000	100.0	86.1	68.2	61.7	74.5	82.6	+10.8
Household appliance stores	45	1,942,700	940,000	988,000	1,178,000	100.0	62.5	53.8	48.4	50.9	60.6	+19.2
Other home furnishings (including floor coverings, curtains, etc.)	69	818,000	460,000	608,000	646,000	100.0	65.8	47.0	56.2	74.3	79.0	+6.3
Radio and music stores	101	2,989,600	1,271,000	1,521,000	1,746,000	100.0	76.7	49.3	42.5	50.9	58.4	+14.8
Restaurants, Cafeterias and Eating Places	634	10,135,000	5,220,000	5,868,000	6,472,000	100.0	78.2	55.8	51.5	57.9	63.9	+10.3
Other Retail Stores	1,801	54,167,400	32,469,000	36,071,000	39,331,000	100.0	82.7	64.3	59.9	66.6	72.6	+9.0
Farmers' supply stores	115	11,341,200	7,010,000	8,516,000	9,451,000	100.0	83.6	67.1	61.8	75.1	83.3	+11.0
Book stores	36	793,900	488,000	513,000	543,000	100.0	89.9	62.4	61.5	64.6	68.4	+5.8
Coal and wood yards	181	5,699,200	3,317,000	2,713,000	2,982,000	100.0	85.7	72.1	58.2	47.6	52.3	+9.9
Drug stores	268	6,530,400	4,434,000	4,728,000	4,894,000	100.0	88.8	75.6	67.9	72.4	74.9	+3.5
Florists	70	761,600	438,000	437,000	458,000	100.0	76.8	63.6	57.5	57.4	60.1	+4.8
Jewellery stores	137	2,668,200	1,430,000	1,783,000	2,036,000	100.0	76.8	54.6	53.6	66.8	76.3	+14.2
Office, school and store supplies and equipment dealers	38	1,210,600	490,000	611,000	727,000	100.0	66.2	45.4	40.5	50.5	60.1	+19.0
Tobacco stores and stands	198	2,900,800	1,981,000	2,096,000	2,220,000	100.0	83.7	72.6	68.3	72.3	76.5	+5.9
Government liquor stores (3)	73	14,735,400	8,796,000	10,145,000	11,169,000	100.0	84.3	61.7	59.7	68.8	75.8	+10.1
Unclassified kinds of business	685	7,526,100	4,085,000	4,529,000	4,851,000	100.0	74.7	53.0	54.3	60.2	64.5	+7.1

(1) The numbers of stores are shown only for 1930. Since total figures for later years are estimated from returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In a few instances, figures for 1934 have been revised.

(3) Sales figures for this classification include sales to licensees.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1935

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1932	1933	1934	1935
ALL STORES, TOTAL -					
Chains	95	83	81	79	76
Stores (maximum) ..	692	699	740	725	704
Chain sales	\$ 47,875,300	32,863,500	32,405,600	33,797,700	37,218,800
Total sales	\$248,597,500	162,951,000	154,751,000	171,609,000	187,257,000
%, chains to total.	19.3	20.2	20.9	19.7	19.9
Grocery and Combination Stores and Meat Markets -					
Chains	19	18	17	18	17
Stores (maximum) ..	244	268	282	305	295
Chain sales	\$ 10,117,100	8,470,200	8,862,400	9,165,300	10,069,200
Total sales	\$ 37,196,100	25,912,000	24,455,000	25,737,000	27,788,000
%, chains to total.	27.2	32.7	36.2	35.7	36.2
Variety, 5-and-10, and to- a-dollar Stores -					
Chains	3	3	3	3	3
Stores (maximum) ..	21	21	21	21	22
Chain sales	\$ 2,769,700	2,414,300	2,301,300	2,406,600	2,583,800
Total sales	\$ 3,640,000	3,174,000	3,025,000	3,243,000	3,472,000
%, chains to total.	76.1	76.1	76.1	74.2	74.4
Shoe Stores -					
Chains	3	4	5	5	4
Stores (maximum) ..	19	22	27	29	24
Chain sales	\$ 619,400	524,200	640,000	606,900	458,600
Total sales	\$ 3,078,200	2,176,000	2,062,000	2,209,000	2,300,000
%, chains to total.	20.1	24.1	31.0	27.5	19.9
Restaurants, Cafeterias and Eating Places -					
Chains	7	5	6	5	4
Stores (maximum) ..	34	25	25	21	17
Chain sales	\$ 1,213,000	629,300	691,500	610,500	648,400
Total sales	\$ 10,135,000	5,655,000	5,220,000	5,868,000	6,472,000
%, chains to total.	12.0	11.1	13.3	10.4	10.0
Drug Stores -					
Chains	4	4	3	3	3
Stores (maximum) ..	41	43	39	41	41
Chain sales	\$ 2,042,500	1,602,000	1,367,500	1,438,100	1,512,600
Total sales	\$ 6,530,400	4,937,000	4,434,000	4,728,000	4,894,000
%, chains to total.	31.3	32.5	30.8	30.4	30.9

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934 \$	Sales in 1935 \$	% of Change
Total Sales, All Departments	30,000,000	31,005,000	+ 3.4
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,401,000	4,521,000	+ 2.7
Automotive supplies (including tires, batteries, automotive parts)	126,000	123,000	- 2.4
Cafeterias and restaurants (including fountain and lunch rooms)	520,000	527,000	+ 1.3
Clothing and furnishings, men's and boys' (including hats and caps)	3,085,000	3,402,000	+10.3
Drugs and toilet articles and preparations (including cameras and photographic supplies)	820,000	844,000	+ 2.9
Dry goods and notions, including piece goods - silks, wol- lens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	2,547,000	2,692,000	+ 5.7
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	134,000	136,000	+ 1.5
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	9,991,000	9,875,000	- 1.2
Furniture (including mattresses, springs)	970,000	1,053,000	+ 8.6
Hardware and kitchen utensils (including paints, wallpaper)	1,040,000	1,077,000	+ 3.6
Home furnishings - draperies, curtains, bedding (including bed linen, blankets), table linen, china, glassware, pictures, window shades, floor coverings	1,885,000	2,107,000	+11.8
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum clean- ers, refrigerators, stoves, electrical fixtures, lamps).	336,000	365,000	+ 8.6
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	284,000	298,000	+ 4.9
Leather goods and travelling goods (including purses and hand-bags)	184,000	194,000	+ 5.4
Millinery	358,000	371,000	+ 3.6
Radios, musical instruments, and supplies	154,000	158,000	+ 2.6
Shoes and other footwear (men's, women's and children's) .	1,693,000	1,713,000	+ 1.2
Sporting goods (including bicycles, toys, games)	259,000	282,000	+ 8.9
Stationery, books and magazines	557,000	597,000	+ 7.2
Receipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating, lending library)	232,000	258,000	+11.2
Miscellaneous merchandise	424,000	412,000	- 2.8

63-D-24

MINISTRY OF TRADE AND COMMERCE
DEPT. OF POLITICAL ECONOMY
OFFICE OF THE SECRETARY

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

1936

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Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1937

Price 10 cents

Published by Authority of the HON. W. D. EULER, M.P.,
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in British Columbia, 1936

Retail sales in British Columbia in 1936 totalled \$207,768,000, exceeding by 10.3 per cent the \$188,424,000 reported for 1935, which in turn was 9.0 per cent greater than the 1934 figure. A direct comparison between 1936 and the low point reached in 1933 reveals a 33.4 per cent improvement although the dollar value of trade was still about 16 per cent below the 1930 level.

All lines of trade shared in the general improvement. Dealers in luxury or in durable merchandise and which had been making most rapid gains in 1934 and 1935 continued to lead in point of view of increased sales in 1936. Substantial advances were also reported by lines of trade specializing in more staple goods and whose sales had fallen off to a lesser degree during the depression years.

Motor vehicle dealers reported 25.9 per cent more business in 1936 than in the preceding year. This represents the increase in the total business of motor vehicle dealers including receipts from all sources: sales of gas and oil, parts, accessories, etc., receipts from repairs and services, in addition to the sale of new and used vehicles. The gain in new motor vehicle sales alone was considerably greater than that for the combined business, being 30.7 per cent in number and 35.8 per cent in value above the corresponding number and amount for 1935. There were 9,489 new motor vehicles sold for \$9,985,671 in British Columbia last year compared with 7,258 vehicles for \$7,352,386 in 1935.

The furniture and household group came second only to the automotive group in point of view of increased sales. Radio and music stores reported an increase of 24.5 per cent; furniture store sales were up 14.7 per cent, while household appliance stores reported an 8.4 per cent improvement. Sales for the group as a whole advanced 17.0 per cent.

The lumber and building materials group, responding to the stimulus in building activity, reported 12.1 per cent more business than in the preceding year. Hardware store sales were up 6.1 per cent while retail dealers in lumber and building materials reported an increase of 18.4 per cent.

Grocery and combination store sales at \$21,615,000 were 4.4 per cent above the 1935 figure. Meat market sales advanced 2.7 per cent while sales for the food group of stores as a whole were up 5.1 per cent. Sales for country general stores, responding to the increase in farm income, advanced 6.9 per cent to \$15,092,000. Department store sales at \$32,927,000 were up by 6.2 per cent while variety store sales gained 14.2 per cent, bringing the total value of sales for this type of store to \$3,965,000, almost 9 per cent above the 1930 figure.

Sales for the apparel group as a whole increased 7.3 per cent, figures for individual classifications within the group showing gains of 9.5 per cent for men's clothing stores, 9.3 per cent for family clothing stores, 5.9 per cent for women's specialty shops and 4.6 per cent for shoe stores.

Establishments specializing in the sale of office, school and store supplies and equipment reported the marked increase of 27.6 per cent in business. Jewellery stores were up 11.2 per cent; tobacco stores, 8.6 per cent, and drug stores, 6.6 per cent.

Chain Stores. -- Chains and independents shared alike in the general trade expansion, the proportion of the total retail trade secured by chain companies in 1936 remaining unchanged from 1935 at 19.8 per cent. In 1934 the chain ratio was 19.5 per cent; in 1933 it was 20.8 per cent, and in 1930 it was 19.3 per cent. There were 76

chain companies in the province last year. These operated a total of 717 unit stores within the province and sales of these units totalled \$41,068,500. In 1935 there were also 76 chains and these operated 704 stores with \$37,218,800 sales. Included in the totals for 1936 were 13 grocery, combination store or meat market chains with 231 unit stores and \$9,466,700 sales, an amount which formed 32.8 per cent of the total annual business for all grocery and combination stores and meat markets. Four shoe store chains transacted 19.9 per cent of the total shoe store business. Three drug store chains accounted for 31.0 per cent of the total drug store sales while variety stores continue as a typical chain store proposition, 74.6 per cent of the total business of all variety stores being transacted by chains.

Scope of Report.--The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1936 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that the figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1936

Table 1.-Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)		Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35		
	Number(1) of Stores	Total Net Sales	\$	1933	1935	1936	1930	1931	1932	1933	1934		1935	
Total, All Stores	9,501	248,597,500	\$	155,747,000	188,424,000	207,768,000	100.0	83.7	65.9	62.6	69.6	75.8	83.6	+10.3
Food Group	3,476	48,692,000		32,239,000	36,359,000	38,208,000	100.0	84.5	70.0	66.2	69.7	74.7	78.5	+5.1
Candy and confectionery stores	747	4,699,300		2,890,000	3,072,000	3,370,000	100.0	83.3	66.7	61.5	63.6	65.4	71.7	+9.7
Fruit and vegetable stores	192	1,648,000		1,332,000	1,506,000	1,709,000	100.0	92.4	82.1	80.8	83.9	91.4	103.7	+13.5
Grocery and combination stores	1,461	26,287,900		18,270,000	20,704,000	21,615,000	100.0	86.3	73.3	69.5	72.8	78.8	82.2	+4.4
Meat markets (including sea foods) ..	506	10,908,200		6,185,000	7,084,000	7,275,000	100.0	77.7	60.9	56.7	60.6	64.9	66.7	+2.7
Country General Stores ...	814	17,653,500		11,563,000	14,118,000	15,092,000	100.0	84.4	69.5	65.5	73.0	80.0	85.5	+6.9
General Merchandise Group.	202	45,862,100		33,902,000	37,279,000	39,995,000	100.0	91.4	75.8	73.9	78.0	81.3	87.2	+7.3
Department stores	25	38,831,900		28,756,000	31,005,000	32,927,000	100.0	91.4	75.5	74.1	77.3	79.8	84.8	+6.2
Dry goods stores	112	2,146,600		1,367,000	1,741,000	1,997,000	100.0	83.6	67.4	63.7	74.2	81.1	93.0	+14.7
General merchandise stores	35	1,243,600		754,000	1,061,000	1,106,000	100.0	77.2	67.3	60.6	73.6	85.3	88.9	+4.2
Variety stores	30	3,640,000		3,025,000	3,472,000	3,965,000	100.0	100.3	87.2	83.1	89.1	95.4	108.9	+14.2
Automotive Group	1,122	34,122,100		19,583,000	22,711,000	25,299,000	100.0	77.9	57.5	57.4	74.4	87.1	103.4	+18.8
Motor vehicle dealers	196	21,296,000		10,226,000	19,136,000	24,092,000	100.0	70.2	44.5	48.0	70.1	89.9	113.1	+25.9
Accessories, tires and batteries ...	48	1,116,800		727,000	855,000	985,000	100.0	82.7	70.2	65.1	74.5	76.6	80.1	+4.7
Filling stations(3)	463	5,360,100		4,904,000	5,526,000	5,864,000	100.0	106.0	97.5	91.5	103.4	103.1	109.4	+6.1
Garages	368	5,607,200		3,325,000	3,526,000	3,734,000	100.0	80.0	66.8	59.3	63.3	62.9	66.6	+5.9
Apparel Group	772	17,409,400		10,874,000	12,530,000	13,444,000	100.0	83.9	65.6	62.5	68.3	72.0	77.2	+7.3
Men's and boys' clothing and fur- nishings (includes custom tailors)	342	6,366,200		3,457,000	4,304,000	4,713,000	100.0	78.1	58.2	54.3	61.5	67.6	74.0	+9.5
Family clothing stores	51	1,828,000		1,188,000	1,426,000	1,559,000	100.0	80.0	65.9	65.0	74.7	78.0	85.3	+9.3
Women's apparel and accessories stores	257	6,137,000		4,167,000	4,500,000	4,766,000	100.0	88.8	70.6	67.9	71.8	73.3	77.7	+5.9
Shoe stores	122	3,078,200		2,062,000	2,300,000	2,406,000	100.0	88.7	70.7	67.0	71.8	74.7	78.2	+4.6

(1), (2) and (3): See footnotes on page 4.

Table 1.-Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930 Number (1) of Stores	Total Net Sales, 1930		Total Net Sales, Estimated (2)		Indexes of Retail Sales (1930 = 100)							% of Change, 1936/35
		Sales		1933		1935	1936	1930	1931	1932	1933	1934	1935
		\$	\$	\$	\$	\$	\$						
Building Materials Group	379	12,348,900	5,710,000	7,025,000	7,872,000	100.0	81.3	53.1	46.2	50.4	56.9	63.7	+12.1
Hardware stores	184	4,425,400	2,899,000	3,639,000	3,861,000	100.0	87.5	66.6	65.5	72.4	82.2	87.2	+6.1
Lumber and building material dealers	83	3,945,800	1,579,000	1,942,000	2,299,000	100.0	76.1	45.0	40.0	44.4	49.2	58.3	+18.4
Electrical, heating and plumbing, paint and glass shops	98	2,130,600	656,000	768,000	878,000	100.0	72.3	42.2	30.8	32.3	36.0	41.2	+14.3
Furniture and Household Group	301	8,207,100	4,187,000	5,599,000	6,551,000	100.0	75.1	55.8	51.0	60.3	68.2	79.8	+17.0
Furniture stores	86	2,456,800	1,516,000	2,023,000	2,327,000	100.0	86.1	68.2	61.7	74.5	82.6	94.7	+14.7
Household appliance stores	45	1,942,700	850,000	1,176,000	1,277,000	100.0	62.5	53.8	48.4	50.9	60.6	65.7	+8.4
Other home furnishings stores	69	818,000	460,000	646,000	773,000	100.0	65.8	47.0	56.2	74.3	79.0	94.5	+19.7
Radio and music stores	101	2,989,600	1,271,000	1,746,000	2,174,000	100.0	76.7	49.3	42.5	50.9	58.4	72.7	+24.5
Restaurants, Cafeterias and Eating Places	634	10,135,000	5,220,000	6,472,000	7,249,000	100.0	78.2	55.8	51.5	57.9	63.9	71.5	+12.0
Other Retail Stores	1,801	54,167,400	32,469,000	39,331,000	44,058,000	100.0	82.7	64.3	59.9	66.6	72.6	81.3	+12.0
Farmers' supply stores	115	11,341,200	7,010,000	9,451,000	10,188,000	100.0	83.6	67.1	61.8	75.1	83.3	89.8	+7.8
Book stores	36	793,900	488,000	543,000	582,000	100.0	89.9	62.4	61.5	64.6	68.4	73.3	+7.2
Coal and wood yards	181	5,699,200	3,317,000	2,982,000	3,176,000	100.0	87.1	72.1	58.2	47.6	52.3	55.7	+6.5
Drug stores	268	6,530,400	4,434,000	4,894,000	5,217,000	100.0	88.8	75.6	67.9	72.4	74.9	79.9	+6.6
Florists	70	761,600	438,000	458,000	474,000	100.0	76.8	63.6	57.5	57.4	60.1	62.2	+3.5
Jewellery stores	137	2,668,200	1,430,000	2,036,000	2,264,000	100.0	76.8	54.6	53.6	66.8	76.3	84.9	+11.2
Office, school and store supplies and equipment dealers	38	1,210,600	490,000	727,000	928,000	100.0	66.2	45.4	40.5	50.5	60.1	76.7	+27.6
Tobacco stores and stands	198	2,900,800	1,981,000	2,220,000	2,411,000	100.0	83.7	72.6	68.3	72.3	76.5	83.1	+8.6
Government liquor stores	73	14,735,400	8,796,000	11,169,000	12,747,000	100.0	84.3	61.7	59.7	68.8	75.8	86.5	+14.1
Miscellaneous kinds of business (includes secondhand stores)	685	7,526,100	4,085,000	4,851,000	6,071,000	100.0	74.7	53.0	54.3	60.2	64.5	80.7	+25.2

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

Note: In a number of cases group totals include figures for classifications not separately shown.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1936

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1934	1935	1936
ALL STORES, TOTAL -					
Chains	95	81	79	76	76
Stores (maximum) ..	692	740	725	704	717
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 33,797,700	\$ 37,218,800	\$ 41,068,500
Total sales	\$248,597,500	\$155,747,000	\$172,927,000	\$188,424,000	\$207,768,000
%, chains to total	19.3	20.8	19.5	19.8	19.8
Grocery and Combination Stores and Meat Markets -					
Chains	19	17	18	17	13
Stores (maximum) ..	244	282	305	295	231
Chain sales	\$ 10,117,100	\$ 8,862,400	\$ 9,165,300	\$ 10,069,200	\$ 9,466,700
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 25,737,000	\$ 27,788,000	\$ 28,890,000
%, chains to total	27.2	36.2	35.7	36.2	32.8
Variety Stores -					
Chains	3	3	3	3	3
Stores (maximum) ..	21	21	21	22	22
Chain sales	\$ 2,769,700	\$ 2,301,300	\$ 2,406,600	\$ 2,583,800	\$ 2,958,400
Total sales	\$ 3,640,000	\$ 3,025,000	\$ 3,243,000	\$ 3,472,000	\$ 3,965,000
%, chains to total	76.1	76.1	74.2	74.4	74.6
Convenience Stores -					
Chains	3	5	5	4	4
Stores (maximum) ..	19	27	29	24	25
Chain sales	\$ 619,400	\$ 640,000	\$ 606,900	\$ 458,600	\$ 476,600
Total sales	\$ 3,078,200	\$ 2,062,000	\$ 2,209,000	\$ 2,300,000	\$ 2,406,000
%, chains to total	20.1	31.0	27.5	19.9	19.9
Restaurants, Cafeterias and Eating Places -					
Chains	7	6	5	4	4
Stores (maximum) ..	34	25	21	17	16
Chain sales	\$ 1,213,000	\$ 691,500	\$ 610,500	\$ 648,400	\$ 698,200
Total sales	\$ 10,135,000	\$ 5,220,000	\$ 5,868,000	\$ 6,472,000	\$ 7,249,000
%, chains to total	12.0	13.3	10.4	10.0	9.6
Drug Stores -					
Chains	4	3	3	3	3
Stores (maximum) ..	41	39	41	41	42
Chain sales	\$ 2,042,500	\$ 1,367,500	\$ 1,438,100	\$ 1,512,600	\$ 1,618,100
Total sales	\$ 6,530,400	\$ 4,434,000	\$ 4,728,000	\$ 4,894,000	\$ 5,217,000
%, chains to total	31.3	30.8	30.4	30.9	31.0

Note: In some instances, figures for years subsequent to 1930 have been revised.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1936

Table 3.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

Department	Sales in 1935	Sales in 1936	% of Change
Total Sales, All Departments	31,005,000	32,927,000	+ 6.2
Apparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	4,605,000	5,011,000	+ 8.8
Automotive supplies (including tires, batteries, auto- motive parts)	124,000	149,000	+20.2
Cafeterias and restaurants (including fountain and lunch rooms)	532,000	602,000	+13.2
Clothing and furnishings, men's and boys' (including hats and caps)	3,480,000	3,810,000	+ 9.5
Drugs and toilet articles and preparations (including cameras and photographic supplies)	886,000	952,000	+ 7.4
Dry goods and notions (including piece goods)	4,770,000	5,202,000	+ 9.1
Home furnishings (draperies, curtains, china, window shades, floor coverings)			
Farm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	140,000	146,000	+ 4.3
Food and kindred products (groceries, meats, provisions, candies, fruits, vegetables)	8,694,000	9,582,000	- 1.2
Furniture (including mattresses, springs)	1,117,000	1,326,000	+18.7
Hardware and kitchen utensils (including paints, wall- paper)	1,037,000	1,132,000	+ 9.2
Household appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.)	368,000	443,000	+20.4
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	301,000	279,000	- 7.3
Leather goods and travelling goods (including purses and hand-bags)	196,000	253,000	+29.1
Millinery	388,000	412,000	+ 6.2
Radios, musical instruments and supplies	133,000	143,000	+ 7.5
Shoes and other footwear (men's, women's and children's)	1,735,000	1,841,000	+ 6.1
Sporting goods (including bicycles, toys, games)	288,000	305,000	+ 5.9
Stationery, books and magazines	606,000	681,000	+12.4
Receipts from repair or service departments, not includ- ed elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	253,000	309,000	+22.1
Miscellaneous merchandise	352,000	349,000	- 0.9

Note: Figures shown above for 1935 have been revised slightly from those published in the corresponding table last year.

63-D-24

MERCHANDISING FILE 'R'
DEPT. OF POLITICAL SCIENCE
UNIVERSITY OF TORONTO

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Vol. 5

No. 10

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

CALENDAR YEAR

1937



Published by Authority of the HON. W.D. EULER, M.P.

Minister of Trade and Commerce.

+ + +

OTTAWA

1938

Price 10 cents

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in British Columbia, 1937.

Retail sales in British Columbia in 1937 totalled \$232,740,000, exceeding by 11.4 per cent the \$208,913,000 reported for 1936, which in turn was 10.9 per cent greater than the 1935 figure. A direct comparison between 1937 and the low point reached in 1933 reveals almost a 50 per cent improvement although the dollar value of trade was still about 6 per cent below the 1930 level. It is encouraging to note, however, that since 1933 the gains have not only been steady but have accelerated, each year's advance being greater than that of the preceding year.

With one exception all lines shared in the general improvement, dealers in the automotive and building materials group recording the most substantial advances. The one exception is hardly worthy of note. It is to be found in the furniture and household group, the sales of which group, as a whole, were 8.9 per cent greater than those of 1936. Within this group are to be found furniture stores with sales 11.9 per cent above 1936; household appliance stores, 12.5 per cent above 1936; radio and music stores, 7.0 per cent above 1936; and "other house furnishing stores" with sales 0.7 per cent below 1936. The decrease is small and, in addition, it may be remarked that the stores falling within the limits of this classification recorded, in the previous year, the substantial advance of 19.7 per cent over their 1935 sales.

Sales in the automotive group in 1937 were 19.7 per cent greater than in 1936. This group includes all firms specializing in the sale of motor vehicles and, in addition, all establishments such as filling stations, garages, etc., engaged in providing services and supplies. The index of sales of this group for 1937 stood at 127.8 (on the base 1930=100) as compared with 106.8 for 1936, 87.1 for 1935, and 57.4 for the low year of 1933. Within this group the 1937 sales of those firms classified as motor vehicle dealers showed an increase of 25.1 per cent over 1936; dealers in accessories, tires and batteries were up 20.7 per cent; filling stations, 6.9 per cent; and garages, 5.0 per cent. In terms of dollar value, the 1937 sales of motor vehicle dealers amounted to \$31,562,000 as compared with \$25,237,000 in 1936; accessories and tire dealers, \$1,080,000 in 1937 as compared with \$895,000 in 1936; filling stations, \$6,266,000 in 1937 as compared with \$5,864,000 in 1936; and garages, \$3,921,000 in 1937 as compared with \$3,734,000 in 1936. Sales for the group as a whole totalled \$43,621,000 in 1937 as compared with \$36,444,000 in 1936.

Sales of the building materials group continued to advance steadily. Within this group sales of hardware stores were up 16.2 per cent over those of 1936; lumber and building material dealers, 15.5 per cent; while the increase of the 1937 sales over those of 1936 in the electrical, heating and plumbing, paint and glass shops amounted to 24.0 per cent. Sales for the group as a whole were 16.8 per cent above sales in 1936.

It is probably to be expected that in keeping with the advancing sales of building materials, the sales of furniture and household equipment should also increase. In 1936, the increase over 1935 in the sales of this group were second only to those of the automotive industry. While they fell off relatively in 1937, they were nevertheless well maintained, being 8.9 per cent above sales in 1936. Within this group household appliance stores reported an increase of 12.5 per cent; furniture store sales were up 11.9 per cent and radio and music store sales advanced 7.0 per cent.

In the food group, the 1937 increases in sales over those of the previous year were well maintained although they were not as large as the advances of the automotive, building materials or home furnishings groups. Grocery and combination store sales at \$23,604,000 were 9.2 per cent above the 1936 figure, which, in turn, was 4.4 per cent above sales for 1935. Candy and confectionery stores increased from \$3,370,000 in 1936 to \$3,758,000 in 1937, an advance of 11.5 per cent as compared with an advance of 9.7 per cent in 1936. Sales of meat markets in 1937 totalled \$7,704,000 as compared with \$7,275,000 in 1936, an increase of 5.9 per cent as compared with an increase of 2.7 per cent the previous year. Sales of the group as a whole advanced 8.5 per cent.

Sales of the apparel group increased 6.3 per cent, figures for individual classifications within the group showing the following gains: family clothing stores, 9.0 per cent as compared with 9.3 per cent in 1936; women's apparel and accessories stores, 6.5 per cent as compared with 5.9 per cent in 1936; men's and boys' clothing and furnishings, 6.4 per cent as compared with 9.5 per cent in 1936; shoe stores, 3.7 per cent as compared with 4.6 per cent in 1936.

In comparing the yearly percentage gain in the sales of one group with those of another group, the limits of such a comparison should be borne in mind. The fact that stores of one classification show a smaller percentage advance in sales over the previous year than stores of another classification does not necessarily indicate that conditions in that particular line of business are sluggish. The comparison is from year to year only and a group which makes an outstanding advance in one year might quite naturally be expected to show a smaller advance in the year following. It might even show a loss and still be recording a substantial percentage gain over a period of several years. So that any estimate of the relative importance of sales increases of a group should take into consideration the percentage sales increases or decreases of that group in preceding years. This long-term view is reflected in the indexes of sales rather than in the yearly comparisons.

Establishments specializing in the sale of office, school and store supplies and equipment reported an increase of 21.9 per cent in their 1937 sales. This is particularly remarkable in view of the fact that their sales in 1936 showed an increase of 27.6 per cent over 1935. Sales of farmers' supplies stores increased 13.9 per cent as compared with 7.8 per cent in 1936; florists, 12.4 per cent as compared with 3.5 per cent; book stores, 10.7 per cent as compared with 7.2 per cent; government liquor stores, 10.7 per cent as compared with 14.1 per cent the previous year; tobacco stores and stands, 9.2 per cent as compared with 8.6 per cent; drug stores, 8.4 per cent as compared with 6.6 per cent; and coal and wood yards, 2.6 per cent as compared with 6.5 per cent in 1936.

Chain Stores

Chains and independents alike shared in the general trade expansion, the proportion of the total trade secured by chain companies in 1937 amounting to 20.0 per cent as compared with 19.7 per cent the previous year and 19.8 per cent in 1935. There were 77 chain companies operating in British Columbia in 1937 as compared with 76 in 1936 and 1935. These operated a total of 696 unit stores within the province with sales totalling \$46,497,900 as compared with 717 stores with sales of \$41,068,500 in 1936. It will be seen that despite the drop in the number of unit stores, there was a substantial increase in volume, or an increase in average sales per store. Included in the totals for 1936 were 15 grocery, combination store and meat market chains with 292 unit stores and \$11,888,200 sales, an amount which formed 38.0 per cent of the total annual business of all grocery, combination stores and meat markets. Three drug store chains transacted 30.6 per cent of the total drug store business. Four shoe store chains accounted for 21.6 per cent of the total shoe store sales while three variety store chains obtained 73.9 per cent of the sales in their field.

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the decennial Census of 1931. Indexes of sales for years 1931 to 1937 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Table I.--Total Net Sales and Sales Indexes, by Kinds of Business.

Kind of Business	1930		Total Net Sales, Estimated(2)				Indexes of Retail Sales (1930 = 100)						% of Change, 1937/36		
	Number(1) of Stores	Total Net Sales	\$	1933	1936	1937	1930	1931	1932	1933	1934	1935		1936	1937
Total, All Stores	9,501	248,597,500	\$	155,747,000	208,913,000	232,740,000	100.0	83.7	65.9	62.6	69.6	75.8	84.0	93.6 +11.4	
Food Group	3,476	48,692,000		32,239,000	38,208,000	41,451,000	100.0	84.5	70.0	66.2	69.7	74.7	78.5	85.1 + 8.5	
Candy and confectionery stores	747	4,699,300		2,890,000	3,370,000	3,758,000	100.0	83.3	66.7	61.5	63.6	65.4	71.7	80.0 +11.5	
Fruit and vegetable stores	192	1,648,000		1,332,000	1,709,000	1,808,000	100.0	92.4	82.1	80.8	83.9	91.4	103.7	109.7 + 5.8	
Grocery and combination stores	1,461	26,287,700		18,270,000	21,615,000	23,604,000	100.0	86.3	73.3	69.5	72.8	78.8	82.2	89.8 + 9.2	
Meat markets (including sea foods) ..	506	10,908,200		6,185,000	7,275,000	7,704,000	100.0	77.7	60.9	56.7	60.6	64.9	66.7	70.6 + 5.9	
Country General Stores	814	17,653,500		11,563,000	15,092,000	16,797,000	100.0	84.4	69.5	65.5	73.0	80.0	85.5	95.1 +11.3	
General Merchandise Group ..	202	45,862,100		33,902,000	39,995,000	43,218,000	100.0	91.4	75.8	73.9	78.0	81.3	87.2	94.2 + 8.1	
Department stores	25	38,831,900		28,756,000	32,927,000	35,495,000	100.0	91.4	75.5	74.1	77.3	79.8	84.8	91.4 + 7.8	
Dry goods stores	112	2,146,600		1,367,000	1,997,000	2,197,000	100.0	83.6	67.4	63.7	74.2	81.1	93.0	102.3 + 10.0	
General merchandise stores	35	1,243,600		754,000	1,106,000	1,229,000	100.0	77.2	67.3	60.6	73.6	85.3	88.9	98.8 +11.1	
Variety stores	30	3,640,000		3,025,000	3,965,000	4,297,000	100.0	100.3	87.2	83.1	89.1	95.4	108.9	118.0 + 8.4	
Automotive Group	1,122	34,122,100		19,583,000	36,444,000	43,621,000	100.0	77.9	57.5	57.4	74.4	87.1	106.8	127.8 +19.7	
Motor vehicle dealers	196	21,296,000		10,226,000	25,237,000	31,562,000	100.0	70.2	44.5	48.0	70.1	89.9	118.5	148.2 +25.1	
Accessories, tires and batteries ..	48	1,116,800		727,000	895,000	1,080,000	100.0	82.7	70.2	65.1	74.5	76.6	80.1	96.7 +20.7	
Filling stations(3)	463	5,360,100		4,904,000	5,864,000	6,266,000	100.0	106.0	97.5	91.5	103.4	103.1	109.4	116.9 + 6.9	
Garages	368	5,607,200		3,325,000	3,734,000	3,921,000	100.0	80.0	66.8	59.3	63.3	62.9	66.6	69.9 + 5.0	
Apparel Group	772	17,409,400		10,874,000	13,444,000	14,285,000	100.0	83.9	65.6	62.5	68.3	72.0	77.2	82.1 + 6.3	
Men's and boys' clothing and fur- nishings (includes custom tailors)	342	6,366,200		3,457,000	4,713,000	5,015,000	100.0	78.1	58.2	54.3	61.5	67.6	74.0	78.8 + 6.4	
Family clothing stores	51	1,828,000		1,188,000	1,559,000	1,699,000	100.0	80.0	65.9	65.0	74.7	78.0	85.3	92.9 + 9.0	
Women's apparel and accessories stores	257	6,137,000		4,167,000	4,766,000	5,076,000	100.0	88.8	70.6	67.9	71.8	73.3	77.7	82.7 + 6.5	
Shoe stores	122	3,078,200		2,062,000	2,406,000	2,495,000	100.0	88.7	70.7	67.0	71.8	74.7	78.2	81.1 + 3.7	

(1), (2) and (3): See footnotes on Page 4.

Table I.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)--

Kind of Business	1930		Total Net Sales, Estimated(2)		Indexes of Retail Sales (1930 = 100)										% of Change, 1937/36
	Number(1) of Stores	Total Net Sales \$	1933 \$	1936 \$	1937 \$	1930	1931	1932	1933	1934	1935	1936	1937		
						100.0	81.3	53.1	46.2	50.4	56.9	63.7	74.5		
Building Materials Group ...	379	12,348,900		7,872,000	9,197,000	100.0									
Hardware stores	184	4,425,400		3,861,000	4,487,000	100.0									
Lumber and building material dealers	83	3,945,800		2,299,000	2,655,000	100.0									
Electrical, heating and plumbing, paint and glass shops	98	2,130,600		656,000	878,000	100.0									
Furniture & Household Group.	301	8,207,100		4,187,000	6,551,000	100.0									
Furniture stores	86	2,456,800		1,516,000	2,327,000	100.0									
Household appliance stores	45	1,942,700		940,000	1,277,000	100.0									
Other home furnishings stores	69	818,000		460,000	773,000	100.0									
Radio and music stores	101	2,989,600		1,271,000	2,174,000	100.0									
Restaurants, Cafeterias and Eating Places	634	10,135,000		5,220,000	7,829,000	100.0									
Other Retail Stores	1,801	54,167,400		32,469,000	42,058,000	100.0									
Farmers' supply stores	115	11,341,200		7,010,000	10,188,000	100.0									
Book stores	36	793,900		488,000	582,000	100.0									
Coal and wood yards	181	5,699,200		3,217,000	3,176,000	100.0									
Drug stores	288	6,530,400		4,434,000	5,217,000	100.0									
Florists	70	761,600		438,000	474,000	100.0									
Jewellery stores	137	2,668,200		1,430,000	2,264,000	100.0									
Office, school and store supplies and equipment dealers	38	1,210,600		490,000	928,000	100.0									
Tobacco stores and stands	198	2,900,800		1,981,000	2,411,000	100.0									
Government liquor stores	73	14,735,400		8,796,000	12,747,000	100.0									
Miscellaneous kinds of business (includes secondhand stores)	685	7,526,100		4,085,000	6,071,000	100.0									

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

NOTE: In a number of cases group totals include figures for classifications not separately shown.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1937.

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1936	1937
ALL STORES, TOTAL -				
Chains	95	81	76	77
Stores (maximum)	692	740	717	696
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 41,068,500	\$ 46,497,900
Total sales	\$248,597,500	\$155,747,000	\$208,913,000	\$232,740,000
% , chains to total	19.3	20.8	19.7	20.0
Grocery and Combination				
Stores and Meat Markets -				
Chains	19	17	13	15
Stores (maximum)	244	282	231	292
Chain sales	\$ 10,117,100	\$ 8,862,400	\$ 9,466,700	\$ 11,888,200
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 28,890,000	\$ 31,308,000
% , chains to total	27.2	36.2	32.8	38.0
Variety Stores -				
Chains	3	3	3	3
Stores (maximum)	21	21	22	22
Chain sales	\$ 2,769,700	\$ 2,301,300	\$ 2,958,400	\$ 3,176,000
Total sales	\$ 3,640,000	\$ 3,025,000	\$ 3,965,000	\$ 4,297,000
% , chains to total	76.1	76.1	74.6	73.9
Shoe Stores -				
Chains	3	5	4	4
Stores (maximum)	19	27	25	26
Chain sales	\$ 619,400	\$ 640,000	\$ 476,600	\$ 539,000
Total sales	\$ 3,078,200	\$ 2,062,000	\$ 2,406,000	\$ 2,495,000
% , chains to total	20.1	31.0	19.9	21.6
Restaurants, Cafeterias and				
Eating Places -				
Chains	7	6	4	4
Stores (maximum)	34	25	16	17
Chain sales	\$ 1,213,000	\$ 691,500	\$ 698,200	\$ 263,400
Total sales	\$ 10,135,000	\$ 5,220,000	\$ 7,249,000	\$ 7,677,000
% , chains to total	12.0	13.3	9.6	3.4
Drug Stores -				
Chains	4	3	3	3
Stores (maximum)	41	39	42	43
Chain sales	\$ 2,042,500	\$ 1,367,500	\$ 1,618,100	\$ 1,729,200
Total sales	\$ 6,530,400	\$ 4,434,000	\$ 5,217,000	\$ 5,655,000
% , chains to total	31.3	30.8	31.0	30.6

Note: In some instances, figures for years subsequent to 1930 have been revised.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1937.

Table 3.--Comparison of Department Store Sales by Commodity Groups for 1936 and 1937

Department	Sales in 1936 \$	Sales in 1937 \$	% of Change
Total Sales, All Departments	32,927,000	35,495,000	+ 7.8
Women's dresses, coats and suits (including sports wear and house dresses)	2,475,000	2,662,500	+ 7.6
Girls' and infants' wear	634,100	671,000	+ 5.8
Hosiery and gloves	1,057,300	1,130,800	+ 7.0
Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms)	849,700	875,000	+ 3.0
Millinery	417,600	444,200	+ 6.4
Women's, girls' and infants' apparel and accessories, total (Sum of above)	5,433,700	5,783,500	+ 6.4
Men's and boys' clothing and furnishings	3,711,500	3,859,800	+ 4.0
Drugs and toilet articles and preparations (including cameras and photographic supplies)	887,400	939,500	+ 5.9
Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding	1,842,000	1,957,000	+ 6.2
Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns	1,337,300	1,321,900	- 1.2
Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables). Do not include restaurant receipts	9,350,000	10,036,100	+ 7.3
Furniture (including mattresses, springs)	1,393,900	1,551,700	+11.3
Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades	2,081,300	2,397,700	+15.2
Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps	455,300	513,300	+12.7
Hardware and kitchen utensils (including paints, wall-paper)	1,171,200	1,347,900	+15.1
Radios, musical instruments and supplies	205,000	228,700	+11.6
Shoes and other footwear (men's, women's and children's)	1,809,600	1,969,700	+ 8.8
Stationery, books and magazines	681,900	735,700	+ 7.9
Jewellery and optical goods (including clocks, watches, silverware, plated ware)	396,200	430,700	+ 8.7
All other departments, total	2,170,700	2,421,800	+11.6
(Difference between sum of individual items and grand totals)			

Note: The departmental groupings shown above have been revised from those used in earlier reports.

63-D-24

C A N A D A

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

CALENDAR YEAR

1938

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Published by Authority of the HON. W.D. EULER, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1939

Price 10 cents

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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Statistician:	A. C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in British Columbia, 1938.

Retail sales in British Columbia in 1938 totalled \$222,386,000, a decline of 4.4 per cent from 1937. This was a reversal of the trend of the immediately preceding years during which sales rose from \$155,747,000 in 1933 to \$172,927,000 in 1934; \$188,424,000 in 1935; \$208,913,000 in 1936; and \$232,740,000 in 1937. The index for 1938 stands at 89.5 on the base 1930 equals 100.

Sales for the year fell off to a greater or lesser degree in practically all lines of business. Stores of the food group with sales for 1938 amounting to \$40,357,000 recorded a decline of 2.6 per cent from the previous year. The index of the group as a whole stands at 82.9 compared with 85.1 for 1937, 78.5 for 1936, and 66.2 for 1933. Grocery and combination stores, which from the point of view of volume of sales are the most important members of the food group recorded sales totalling \$23,071,000, a decline of 2.3 per cent from the 1937 sales of \$23,604,000. The index for grocery and combination stores stands at 87.8 for 1938, 89.8 for 1937, 82.2 for 1936, and 69.5 for 1933. Similarly the sales of candy and confectionery stores were down 6.0 per cent, and meat markets (including sea foods) were down 2.6 per cent.

Sales of the general merchandise group which includes department stores, dry goods stores, general merchandise stores and variety stores were down 2.2 per cent. Sales of the group in 1938 were valued at \$42,249,000 compared with \$43,218,000 in 1937, \$39,995,000 in 1936, and \$33,902,000 in 1933. In spite of the decline in 1938, the recovery from the low point of 1933 remains substantial. The index for the general merchandise group stands at 92.1 which is only 7.9 per cent below the base year of 1930. Within the group, department stores contributed sales to the value of \$34,501,000, a decline of 2.8 per cent from the 1937 sales of \$35,495,000. Sales of dry goods stores were down 1.0 per cent and general merchandise stores 2.5 per cent. The index of dry goods stores, however, was well maintained at 101.3 while the index of general merchandise stores stands at 96.3, only 3.7 per cent below the 1930 base. Variety stores offered the only exception to the downward trend of sales in the general merchandise group. Sales of variety stores totalled \$4,375,000 and exceeded by 1.8 per cent the sales of \$4,297,000 reported for 1937. Variety store sales have held up remarkably well since 1930, the index for 1938 standing at 120.2 compared with 118.0 for 1937, 108.9 for 1936, and 83.1 for 1933.

Sales of the automotive group, reversing their upward trend since 1933, fell 10.7 per cent in 1938 from the 1937 level. The total sales of the group for 1938 amounted to \$38,949,000 compared with \$43,621,000 for 1937, \$36,444,000 for 1936, and \$19,583,000 for 1933. The sales index for the automotive group as a whole stands at 114.1 for 1938. Of the total sales of the group, sales of motor vehicle dealers accounted for \$26,386,000, which was a decline of 16.4 per cent from the motor vehicle dealers sales for the previous year. In spite of this decline, however, the index for motor vehicle dealers stands at 123.9 for 1938 compared with 148.2 for 1937, 118.5 for 1936, and 48.0 for 1933. There was little change in the sales of dealers in accessories, tires and batteries, but sales of filling stations and garages were up 6.1 per cent and 1.8 per cent respectively.

Sales of country general stores amounted to \$16,612,000 in 1938, a decline of 1.1 per cent from the 1937 sales of \$16,797,000. The sales index for the year 1938 stands at 94.1. Sales of the apparel group which includes men's and boys' clothing and furnishings, family clothing

stores, women's apparel and accessory stores and shoe stores, were down 4.7 per cent from \$14,285,000 in 1937 to \$13,619,000 in 1938. The index for the group for 1938 stands at 78.2.

The building materials group as a whole has made a poor recovery from the low level of 1933, although within the group, sales of hardware stores have returned to within 3 per cent of the base year 1930. Sales of the building materials group amounted to \$9,104,000 in 1938, a decline of 1.0 per cent from the 1937 sales of \$9,197,000. The index for the group stands at 73.7. Although the sales of hardware stores, amounting to \$4,330,000 were down 3.5 per cent from 1937, the index was well maintained at 97.8. Sales of lumber and building material dealers were down 3.5 per cent with the sales index standing at 64.9. Sales of electrical, heating and plumbing, paint and glass shops, on the other hand, were up 10.5 per cent. In spite of this increase, however, as well as the substantial increases since 1935, the index of sales stands at only 56.5.

Sales for the furniture and household group, including furniture stores, household appliance stores, other home furnishings stores and radio and music stores were down 5.9 per cent. Sales of restaurants, cafeterias and eating places were down 7.9 per cent; farmers' supply stores, 5.7 per cent; book stores, 6.6 per cent; coal and wood yards, 8.8 per cent; drug stores, 0.7 per cent; jewellery stores, 2.8 per cent; office, school and store supplies and equipment dealers, 4.0 per cent; tobacco stores and stands, 2.4 per cent; and government liquor stores, 2.6 per cent. Sales of florists, on the other hand, were 3.0 per cent greater than in 1937.

Chain Stores

There were 77 chain store companies operating 708 unit stores in British Columbia in 1938, with sales totalling \$45,510,500. In the previous year the same number of companies operated 696 unit stores with sales of \$46,497,900. Although there was a decrease in the value of sales, the proportion of total trade secured by chains increased from 20.0 per cent in 1937 to 20.5 per cent in 1938. There were 14 chains in the grocery combination store and meat market field operating 281 unit stores in 1938 compared with 15 companies operating 292 stores in 1937. Sales decreased from \$11,888,200 in 1937 to \$11,199,600 in 1938, while the proportion of the total grocery and combination store and meat market trade secured by chains also decreased from 38.0 per cent to 36.6 per cent. Variety chains with 3 companies operating 22 stores secured 74.3 per cent of the total sales in their field. Sales of variety chains totalled \$3,250,500 in 1938 compared with \$3,176,000 in the previous year. Four shoe store chains with 28 unit stores transacted 23.9 per cent of the total shoe store business in 1938. Five restaurant chains with 28 units transacted 10.4 per cent of the total business in their field while 4 drug chains with 50 unit stores transacted 34.3 per cent of the total retail drug store business.

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the decennial Census of 1931. Indexes of sales for years 1931 to 1938 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1938

Table 1.—Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)											% of change, 1938/37
	Number(1) of Stores	Total Net Sales	\$	\$	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938	
Total, All Stores	9,501	248,597,500		232,740,000	222,386,000		100.0	83.7	65.9	62.6	69.6	75.8	84.0	93.6	89.5	- 4.4
Food Group	3,476	48,692,000		41,451,000	40,357,000		100.0	84.5	70.0	66.2	69.7	74.7	78.5	85.1	82.9	- 2.6
Candy and confectionery stores	747	4,699,300		3,758,000	3,533,000		100.0	83.3	66.7	61.5	63.6	65.4	71.7	80.0	75.2	- 6.0
Fruit and vegetable stores	192	1,648,000		1,808,000	1,662,000		100.0	92.4	82.1	80.8	83.9	91.4	103.7	109.7	100.8	- 8.1
Grocery and combination stores	1,461	26,287,900		23,604,000	23,071,000		100.0	86.3	73.3	69.5	72.8	78.8	82.2	89.8	87.8	- 2.3
Meat markets (including sea foods) ..	506	10,908,200		7,704,000	7,504,000		100.0	77.7	60.9	56.7	60.6	64.9	66.7	70.6	68.8	- 2.6
Country General Stores	814	17,653,500		16,797,000	16,612,000		100.0	84.4	69.5	65.5	73.0	80.0	85.5	95.1	94.1	- 1.1
General Merchandise Group	202	45,862,100		43,218,000	42,249,000		100.0	91.4	75.8	73.9	78.0	81.3	87.2	94.2	92.1	- 2.2
Department stores	25	38,831,900		35,495,000	34,501,000		100.0	91.4	75.5	74.1	77.3	79.8	84.8	91.4	88.8	- 2.8
Dry goods stores	112	2,146,600		2,197,000	2,175,000		100.0	83.6	67.4	63.7	74.2	81.1	93.0	102.3	101.3	- 1.0
General merchandise stores	35	1,243,600		1,229,000	1,198,000		100.0	77.2	67.3	60.6	73.6	85.3	88.9	98.8	96.3	- 2.5
Variety stores	30	3,640,000		4,297,000	4,375,000		100.0	100.3	87.2	83.1	89.1	95.4	108.9	118.0	120.2	+ 1.8
Automotive Group	1,122	34,122,100		43,621,000	38,949,000		100.0	77.9	57.5	57.4	74.4	87.1	106.8	127.8	114.1	-10.7
Motor vehicle dealers	196	21,296,000		31,562,000	26,386,000		100.0	70.2	44.5	48.0	70.1	89.9	118.5	148.2	123.9	-16.4
Accessories, tires and batteries ..	48	1,116,800		1,080,000	1,069,000		100.0	82.7	70.2	65.1	74.5	76.6	80.1	96.7	95.7	- 1.0
Filling stations(2)	453	5,360,100		6,266,000	6,647,000		100.0	106.0	97.5	91.5	103.4	103.1	109.4	116.9	124.0	+ 6.1
Garages	368	5,607,200		3,921,000	3,992,000		100.0	80.0	66.8	59.3	63.3	62.9	66.6	69.9	71.2	+ 1.8
Apparel Group	772	17,409,400		14,285,000	13,619,000		100.0	83.9	65.6	62.5	68.3	72.0	77.2	82.1	78.2	- 4.7
Men's and boys' clothing and fur- nishings (includes custom tailors)	342	6,366,200		5,015,000	4,619,000		100.0	78.1	58.2	54.3	61.5	67.6	74.0	78.8	72.6	- 7.9
Family clothing stores	51	1,828,000		1,699,000	1,629,000		100.0	80.0	65.9	65.0	74.7	78.0	85.3	92.9	89.1	- 4.1
Women's apparel and accessories stores	257	6,137,000		5,076,000	4,898,000		100.0	88.8	70.6	67.9	71.8	73.3	77.7	82.7	79.8	- 3.5
Shoe stores	122	3,078,200		2,495,000	2,473,000		100.0	88.7	70.7	67.0	71.8	74.7	78.2	81.1	80.3	- 0.9

(1) and (2): See footnotes on Page 4.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	1930		Total Net Sales, Estimated		Indexes of Retail Sales (1930 = 100)										% of Change, 1938/37
	Number(1) of Stores	Total Net Sales	1937	1938	1930	1931	1932	1933	1934	1935	1936	1937	1938		
Building Materials Group	379	12,348,900	9,197,000	9,104,000	100.0	81.3	53.1	45.2	50.4	56.9	63.7	74.5	773.7	- 1.0	
Hardware stores	184	4,425,400	4,487,000	4,330,000	100.0	87.5	66.6	65.5	72.4	82.2	87.2	101.4	97.8	- 3.5	
Lumber and building material dealers	83	3,945,800	2,655,000	2,562,000	100.0	76.1	45.0	40.0	44.4	49.2	58.3	87.3	64.9	- 3.5	
Electrical, heating and plumbing, paint and glass shops	98	2,130,600	1,089,000	1,203,000	100.0	72.3	42.2	30.8	32.3	36.0	41.2	51.1	56.5	+10.5	
Furniture and Household Group .	301	8,207,100	7,135,000	6,717,000	100.0	75.1	55.8	51.0	60.3	68.2	79.8	86.9	81.8	- 5.9	
Furniture stores	86	2,456,800	2,604,000	2,432,000	100.0	86.1	68.2	61.7	74.5	82.6	94.7	106.0	99.0	- 6.6	
Household appliance stores	45	1,942,700	1,437,000	1,332,000	100.0	62.5	53.8	48.4	50.9	60.6	65.7	74.0	68.6	- 7.3	
Other home furnishings stores	69	818,000	768,000	690,000	100.0	65.8	47.0	56.2	74.3	79.0	94.5	93.9	84.4	-10.2	
Radio and music stores	101	2,989,600	2,326,000	2,263,000	100.0	76.7	49.3	42.5	50.9	58.4	72.7	77.8	75.7	- 2.7	
Restaurants, Cafeterias and Eating Places	634	10,135,000	7,677,000	7,071,000	100.0	78.2	55.8	51.5	57.9	63.9	71.5	75.7	69.8	- 7.9	
Other Retail Stores	1,801	54,167,400	49,359,000	47,708,000	100.0	82.7	64.3	59.9	66.6	72.6	81.3	91.1	88.1	- 3.3	
Farmers' supply stores	115	11,341,200	11,604,000	10,943,000	100.0	83.6	67.1	61.8	75.1	83.3	89.8	102.3	96.5	- 5.7	
Book stores	36	793,900	644,000	601,000	100.0	89.9	62.4	61.5	64.6	68.4	73.3	81.1	75.7	- 6.6	
Coal and wood yards	181	5,699,200	3,259,000	2,972,000	100.0	85.7	72.1	58.2	47.6	52.3	55.7	57.2	52.1	- 8.8	
Drug stores	268	6,530,400	5,655,000	5,615,000	100.0	88.8	75.6	67.9	72.4	74.9	79.9	86.6	86.0	- 0.7	
Florists	70	761,600	533,000	549,000	100.0	76.8	63.6	57.5	57.4	60.1	62.2	70.0	72.1	+ 3.0	
Jewellery stores	137	2,668,200	2,377,000	2,310,000	100.0	76.8	54.6	53.6	66.8	76.3	84.9	89.1	86.6	- 2.8	
Office, school and store supplies and equipment dealers	38	1,210,600	1,131,000	1,086,000	100.0	66.2	45.4	40.5	50.5	60.1	76.7	93.4	89.7	- 4.0	
Tobacco stores and stands	198	2,900,800	2,633,000	2,570,000	100.0	83.7	72.6	68.3	72.3	76.5	83.1	90.8	88.6	- 2.4	
Government liquor stores	73	14,735,400	14,110,000	13,738,000	100.0	84.3	61.7	59.7	68.8	75.8	86.5	95.8	93.2	- 2.6	
Miscellaneous kinds of business (includes secondhand stores)	685	7,526,100	7,413,000	7,324,000	100.0	74.7	53.0	54.3	60.2	64.5	80.7	98.5	97.3	- 1.2	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

NOTE: In a number of cases group totals include figures for classifications not separately shown.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1938.

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1937	1938
ALL STORES, TOTAL -				
Chains	95	81	77	77
Stores (maximum)	692	740	696	708
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 46,497,900	\$ 45,510,500
Total sales	\$248,597,500	\$155,747,000	\$232,740,000	\$222,386,000
%, chains to total	19.3	20.8	20.0	20.5
Grocery and Combination				
Stores and Meat Markets -				
Chains	19	17	15	14
Stores (maximum)	244	282	292	281
Chain sales	\$ 10,117,100	\$ 8,862,400	\$ 11,888,200	\$ 11,199,600
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 31,308,000	\$ 30,575,000
%, chains to total	27.2	36.2	38.0	36.6
Variety Stores -				
Chains	3	3	3	3
Stores (maximum)	21	21	22	22
Chain sales	\$ 2,769,700	\$ 2,301,300	\$ 3,176,000	\$ 3,250,500
Total sales	\$ 3,640,000	\$ 3,025,000	\$ 4,297,000	\$ 4,375,000
%, chains to total	76.1	76.1	73.9	74.3
Shoe Stores -				
Chains	3	5	4	4
Stores (maximum)	19	27	26	28
Chain sales	\$ 619,400	\$ 640,000	\$ 539,000	\$ 590,200
Total sales	\$ 3,078,200	\$ 2,062,000	\$ 2,495,000	\$ 2,473,000
%, chains to total	20.1	31.0	21.6	23.9
Restaurants, Cafeterias and				
Eating Places -				
Chains	7	6	4	5
Stores (maximum)	34	25	17	28
Chain sales	\$ 1,213,000	\$ 691,500	\$ 263,400	\$ 732,300
Total sales	\$ 10,135,000	\$ 5,220,000	\$ 7,677,000	\$ 7,071,000
%, chains to total (1)	12.0	13.3	3.4	10.4
Drug Stores -				
Chains	4	3	3	4
Stores (maximum)	41	39	43	50
Chain sales	\$ 2,042,500	\$ 1,367,500	\$ 1,729,200	\$ 1,923,600
Total sales	\$ 6,530,400	\$ 4,434,000	\$ 5,655,000	\$ 5,615,000
%, chains to total	31.3	30.8	30.6	34.3

Note: In some instances, figures for years subsequent to 1930 have been revised.

(1) Large change in chain ratio for restaurants between 1937 and 1938 due to re-classification of one firm from independent to chain store category.

C A N A D A

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A.C. Steedman, B.A.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in British Columbia, 1939

Retail sales in British Columbia totalled \$223,769,000 in 1939, up by one per cent over the preceding year but 4 per cent below the level of 1937 according to calculations made for the annual survey of retail trade conducted by the Dominion Bureau of Statistics. Indexes of sales on the base, 1930 equals 100 stand at 90.0 for 1939, 89.5 for 1938 and 93.6 for 1937. The index for 1933 stood at 62.6.

With very few exceptions, results for all lines of business show but little change in the annual figures for 1938 and 1939, increases in the latter part of the year under review offsetting declines in the spring and summer months. Jewellery store sales were up 13 per cent, government liquor store sales increased 9 per cent and variety stores did 8 per cent more business in 1939 than in 1938. Sales of farmers' supply stores declined by 13 per cent. Results for other lines of business reveal but a slight variation from the 1938 level.

Chain stores transacted approximately 21 per cent of the total retail merchandise trade in British Columbia in 1939. There were 73 chain companies operating in the province and these had 692 stores with \$46,868,700 sales, an amount which formed 20.9 per cent of the total annual business of all stores including both chains and independents. In 1938 there were 77 chain companies with 708 stores and \$45,510,500 sales, an amount which formed 20.5 per cent of the total annual business. Ratios of chain to total sales for earlier years are 20.0 per cent for 1937, 19.7 per cent for 1936, 20.8 per cent for 1933 and 19.3 per cent for 1930.

There were 13 chains in the food retailing field (including grocery, combination store and meat market chains) and these operated 266 stores whose sales of \$12,653,300 formed 40.2 per cent of the annual business of all similar stores including both chains and independents. In the preceding year there were 14 chain companies in this group and they operated 281 stores and secured 36.6 per cent of the total business. Sales of 3 variety chains with 22 stores totalled \$3,369,100 in 1939, up 4 per cent from the amount of business transacted by the same 3 companies and 22 stores in the preceding year. Drug chains accounted for 35.5 per cent of the business of all drug stores in 1939 compared with 34.3 per cent in 1938.

The chain figures given here relate to all groups of four or more stores under the same management and control excluding only department stores. Department stores are not included in the chain store category irrespective of the number of stores belonging to the same company. Voluntary chains consisting of independent stores grouped for buying purposes are not included with the chain data. All such stores are considered as independents.

Scope of Report

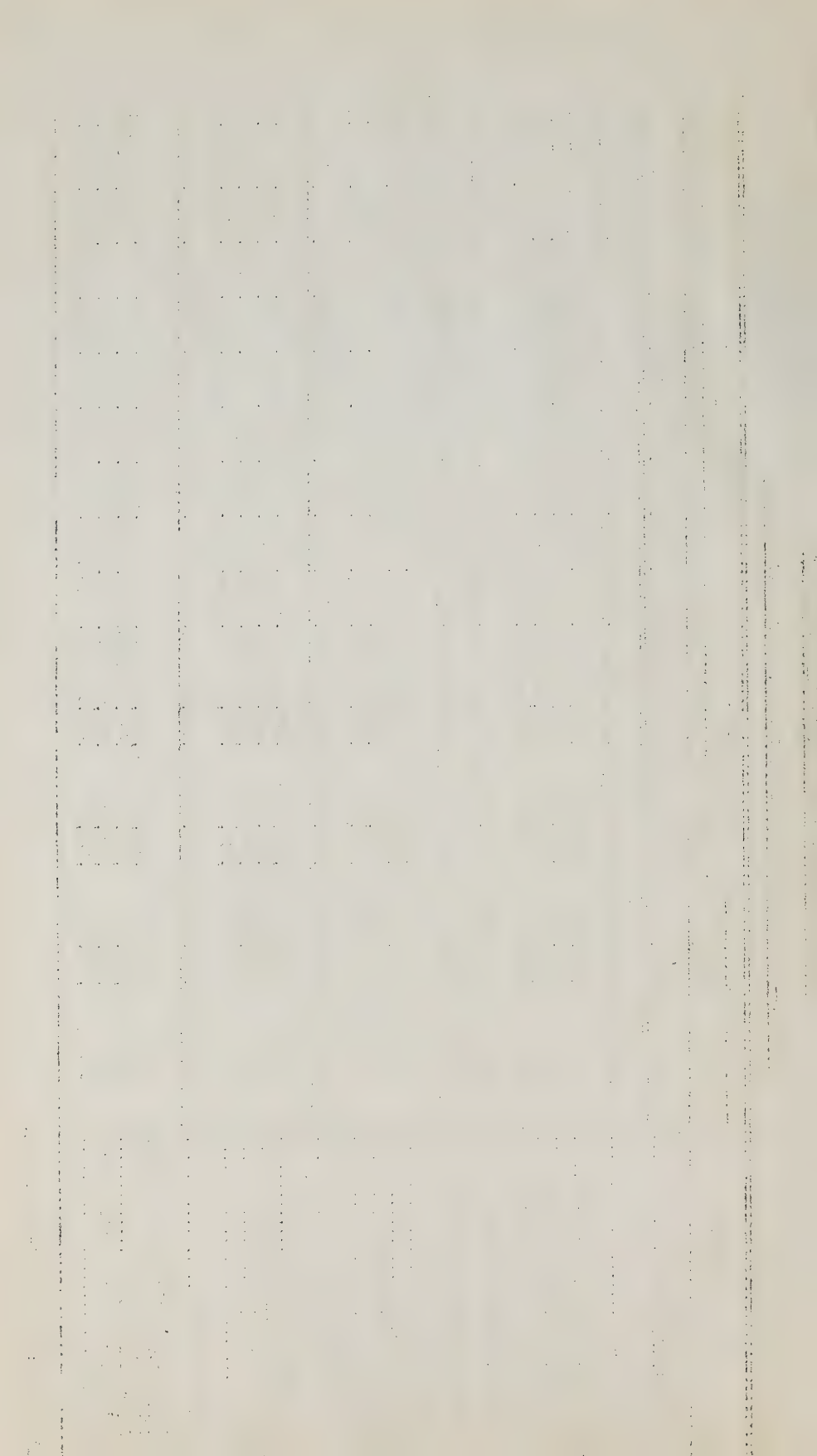
The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the decennial Census of 1931. Indexes of sales for years 1931 to 1939 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8
	Number(1) of Stores	Total Net Sales \$	1938		1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	
			\$	\$											
Total, All Stores	2,501	248,597,500	222,386,000	223,769,000	223,769,000	100.0	65.9	62.6	69.6	75.8	84.0	93.6	89.5	90.0	+ 0.6
Food Group	3,476	48,692,000	40,357,000	41,201,000	41,201,000	100.0	70.0	66.2	69.7	74.7	78.5	85.1	82.9	84.6	+ 2.1
Candy and confectionery stores	747	4,699,300	3,533,000	3,484,000	3,484,000	100.0	66.7	61.5	63.6	65.4	71.7	80.0	75.2	74.1	- 1.4
Fruit and vegetable stores	192	1,648,000	1,662,000	1,647,000	1,647,000	100.0	82.1	80.8	83.9	91.4	103.7	109.7	100.8	99.9	- 0.9
Grocery and combination stores	1,461	26,287,900	23,071,000	24,144,000	24,144,000	100.0	73.3	69.5	72.8	78.8	82.2	89.8	87.8	91.8	+ 4.7
Meat markets (includes sea foods) ..	506	10,908,200	7,504,000	7,339,000	7,339,000	100.0	60.9	56.7	60.6	64.9	66.7	70.6	68.8	67.3	- 2.2
Country General Stores	814	17,653,500	16,612,000	15,981,000	15,981,000	100.0	69.5	65.5	73.0	80.0	85.5	95.1	94.1	90.5	- 3.8
General Merchandise Group	202	45,862,100	42,249,000	43,099,000	43,099,000	100.0	75.8	73.9	78.0	81.3	87.2	94.2	92.1	94.0	+ 2.0
Department stores	25	38,831,900	34,501,000	35,088,000	35,088,000	100.0	75.5	74.1	77.3	79.8	84.8	91.4	88.8	90.4	+ 1.7
Dry goods stores	112	2,146,600	2,175,000	2,201,000	2,201,000	100.0	67.4	63.7	74.2	81.1	93.0	102.3	101.3	102.5	+ 1.2
General merchandise stores	35	1,243,600	1,198,000	1,084,000	1,084,000	100.0	67.3	60.6	73.6	85.3	88.9	98.8	96.3	87.2	- 9.5
Variety stores	30	3,640,000	4,375,000	4,726,000	4,726,000	100.0	87.2	83.1	89.1	95.4	108.9	118.0	120.2	129.8	+ 8.0
Automotive Group	1,122	34,122,100	38,949,000	38,591,000	38,591,000	100.0	57.5	57.4	74.4	87.1	106.8	127.8	114.1	113.1	- 0.9
Motor vehicle dealers	196	21,296,000	26,386,000	25,568,000	25,568,000	100.0	44.5	48.0	70.1	89.9	118.5	148.2	123.9	120.1	- 3.1
Accessories, tires and batteries ..	48	1,116,800	1,069,000	1,131,000	1,131,000	100.0	70.2	65.1	74.5	76.6	80.1	96.7	95.7	101.3	+ 5.8
Filling stations(2)	463	5,360,100	6,647,000	6,952,000	6,952,000	100.0	97.5	91.5	103.4	103.1	109.4	116.9	124.0	129.7	+ 4.6
Garages	368	5,607,200	3,992,000	4,084,000	4,084,000	100.0	66.8	59.3	63.3	62.9	66.6	69.9	71.2	72.8	+ 2.3
Apparel Group	772	17,409,400	13,619,000	14,023,000	14,023,000	100.0	65.6	62.5	68.3	72.0	77.2	82.1	78.2	80.5	+ 3.0
Men's and boys' clothing and fur- nishings (includes custom tailors)	342	6,366,200	4,619,000	4,771,000	4,771,000	100.0	58.2	54.3	61.5	67.6	74.0	78.8	72.6	74.9	+ 3.3
Family clothing stores	51	1,828,000	1,629,000	1,622,000	1,622,000	100.0	65.9	65.0	74.7	78.0	85.3	92.9	89.1	88.7	- 0.4
Women's apparel & accessories stores	257	6,137,000	4,898,000	4,996,000	4,996,000	100.0	70.6	67.9	71.8	73.3	77.7	82.7	79.8	81.4	+ 2.0
Shoe stores	122	3,078,200	2,473,000	2,634,000	2,634,000	100.0	70.7	67.0	71.8	74.7	78.2	81.1	80.3	85.6	+ 6.5

(1) and (2): See footnotes on Page 4.



BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1932

Table 1.-Total Net Sales and Sales Indexes, by Kinds of Business-(Cont.)

Kind of Business	1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)										% of Change, 1939/8
	Number(1) of stores	Total Net Sales	\$	1938	1939	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939
						100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Building Materials Group	379	12,348,900	\$	9,104,000	8,990,000	100.0	53.1	46.2	50.4	56.9	63.7	74.5	73.7	72.8	-1.3
Hardware stores	184	4,425,400		4,330,000	4,200,000	100.0	66.6	65.5	72.4	82.2	87.2	101.4	97.8	94.9	-3.0
Lumber and building material dealers	83	3,945,800		2,562,000	2,700,000	100.0	45.0	40.0	44.4	45.2	50.3	67.3	64.9	68.4	+5.4
Electrical, heating and plumbing, paint and glass shops	98	2,130,600		1,223,000	1,122,000	100.0	42.2	30.8	32.3	36.0	41.2	51.1	56.5	52.7	-6.7
Furniture and Household Group	301	8,207,100		6,717,000	6,732,000	100.0	55.8	51.0	60.3	68.2	79.8	86.9	81.8	82.0	+0.2
Furniture stores	86	2,456,800		2,432,000	2,449,000	100.0	68.2	61.7	74.5	82.6	94.7	106.0	99.0	99.7	+0.7
Household appliance stores	45	1,342,700		1,332,000	1,297,000	100.0	53.8	48.4	50.9	60.6	65.7	74.0	68.6	62.1	-9.4
Other home furnishings stores	62	818,000		682,000	757,000	100.0	47.0	56.2	74.3	79.0	94.5	93.8	84.4	93.3	+8.3
Radio and music stores	101	2,989,600		2,263,000	2,329,800	100.0	49.3	42.5	50.9	58.4	72.7	77.8	75.7	77.9	+2.9
Restaurants, cafeterias and Eating Places	634	10,135,000		7,071,000	7,000,000	100.0	55.8	51.5	57.9	63.9	71.5	75.7	69.8	69.2	-1.0
Other Retail Stores	1,801	54,167,400		47,708,000	48,152,000	100.0	64.3	59.8	66.6	72.5	81.1	91.1	85.1	88.8	+0.9
Farmers' supply stores	115	11,341,200		10,943,000	9,553,000	100.0	67.1	61.8	75.1	83.3	89.8	102.3	96.5	83.2	-22.7
Book stores	36	793,900		601,000	593,000	100.0	62.4	61.5	64.6	68.4	73.3	81.1	75.7	74.7	-1.3
Coal and wood yards	181	5,697,200		2,972,000	2,907,000	100.0	72.1	58.2	47.6	52.3	55.7	57.2	52.1	51.0	-2.0
Drug stores	26	6,730,400		5,615,000	5,666,000	100.0	75.6	67.9	72.4	74.9	79.9	86.6	86.0	86.8	+0.9
Florists	70	761,600		549,000	531,000	100.0	63.6	57.5	57.4	60.1	62.2	70.0	72.1	69.7	-3.3
Jewellery stores	137	2,668,200		2,310,900	2,601,000	100.0	54.6	53.6	66.8	76.3	84.9	89.1	88.6	97.5	+12.6
Office, school and store supplies and equipment dealers	38	1,210,600		1,086,000	1,048,000	100.0	45.4	40.5	50.5	60.1	76.7	93.4	89.7	86.6	-3.5
Tobacco stores and stands	198	2,909,800		2,570,000	2,632,000	100.0	72.6	68.3	72.3	76.5	83.1	100.8	88.6	90.7	+2.4
Government liquor stores	73	14,735,400		13,733,000	14,960,000	100.0	61.7	59.7	68.8	75.8	86.5	95.8	93.2	103.5	+8.9
Miscellaneous kinds of business (includes secondhand stores)	685	7,526,100		7,324,000	7,661,000	100.0	53.0	54.3	60.2	64.5	80.7	98.5	97.3	101.8	+4.6

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

NOTE: In a number of cases group totals include figures for classifications not separately shown.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1939

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1938	1939
ALL STORES, TOTAL -				
Chains	95	81	77	73
Stores (maximum)	692	740	708	692
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 45,510,500	\$ 46,868,700
Total sales	\$248,597,500	\$155,747,000	\$222,386,000	\$223,769,000
%, chains to total	19.3	20.8	20.5	20.9
Grocery and Combination Stores and Meat Markets -				
Chains	19	17	14	13
Stores (maximum)	244	282	281	266
Chain sales	\$ 10,117,100	\$ 8,862,400	\$ 11,199,600	\$ 12,653,300
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 30,575,000	\$ 31,483,000
%, chains to total	27.2	36.2	36.6	40.2
Variety Stores -				
Chains	3	3	3	3
Stores (maximum)	21	21	22	22
Chain sales	\$ 2,769,700	\$ 2,301,300	\$ 3,250,500	\$ 3,369,100
Total sales	\$ 3,640,000	\$ 3,025,000	\$ 4,375,000	\$ 4,726,000
%, chains to total	76.1	76.1	74.3	71.3
Shoe Stores -				
Chains	3	5	4	4
Stores (maximum)	19	27	28	28
Chain sales	\$ 619,400	\$ 640,000	\$ 590,200	\$ 617,700
Total sales	\$ 3,078,200	\$ 2,062,000	\$ 2,473,000	\$ 2,634,000
%, chains to total	20.1	31.0	23.9	23.5
Restaurants, Cafeterias and Eating Places -				
Chains	7	6	5	5
Stores (maximum)	34	25	28	28
Chain sales	\$ 1,213,000	\$ 691,500	\$ 732,300	\$ 728,200
Total sales	\$ 10,135,000	\$ 5,220,000	\$ 7,071,000	\$ 7,000,000
%, chains to total	12.0	13.3	10.4	10.4
Drug Stores -				
Chains	4	3	4	3
Stores (maximum)	41	39	50	51
Chain sales	\$ 2,042,500	\$ 1,367,500	\$ 1,923,600	\$ 2,008,900
Total sales	\$ 6,530,400	\$ 4,434,000	\$ 5,615,000	\$ 5,666,000
%, chains to total	31.3	30.8	34.3	35.5

Note:-- In some instances, figures for years subsequent to 1930 have been revised.

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C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

CALENDAR YEAR

1940

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1941

Price 10 cents

Published by Authority of the HON. JAMES A. MACKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in British Columbia, 1940

Retail sales in British Columbia totalled \$248,333,000 in 1940, up 11 per cent from 1939 and approximately on a par with the dollar volume of business transacted in 1930, the earliest year for which comparable data are available. Indexes of sales on the base 1930 equals 100 are 99.9 for 1940, 90.0 for 1939 and 89.5 for 1938. The index for 1933 stood at 62.6 so that there has been an increase of 51 per cent since the low level reached in that year.

With the exception of fuel dealers all lines of business for which separate figures are available recorded increases in 1940 over 1939. Gains for stores specializing in household furnishings exceeded those for most other trades. Furniture stores transacted 19 per cent more business in 1940 than in 1939; household appliance stores were up 21 per cent, while increases recorded by stores specializing in radios and musical instruments was even greater amounting to 29 per cent. Anticipation of increased prices arising from the 25 per cent excise tax on radios and household electrical appliances provided for in the War Conservation Act introduced at the beginning of December, 1940, was the stimulating factor affecting the business of stores specializing in these commodities.

Total sales of motor vehicle dealers estimated at \$29,352,000 for 1939 were 15 per cent higher than in 1939. The increase in new motor vehicle sales alone as measured by dollar volume was similar to that for the motor vehicle dealer trade as a whole. There were 8,718 new motor vehicles sold in British Columbia for \$10,108,463 in 1940, up 11 per cent in number and 17 per cent in value compared with the preceding year. Increases were similar for passenger and commercial models. Included in the total figures were 6,874 new passenger cars which retailed for \$7,727,312 in 1940. There were also 1,844 commercial vehicles which sold for \$2,381,151.

Stores in the apparel group transacted 11 per cent more business in 1940 than in 1939, results for individual lines of business within the group revealing increases of 7 per cent for men's clothing stores, 13 per cent for family clothing stores, 11 per cent for women's apparel and accessories stores and 15 per cent for shoe stores. It is estimated that grocery and combination stores transacted business to the value of \$26,939,000 in 1940, an increase of 12 per cent over the preceding year. Department store sales were up 11 per cent; variety stores gained 10 per cent; hardware stores increased their business 11 per cent; drug stores gained 11 per cent, while jewellery stores recorded a larger increase of 18 per cent. The increase for country general stores was only 4 per cent, indicating that the increase in buying in the rural communities was lower than that experienced by the urban trades.

Chain Stores

There were 73 chain store companies operating in British Columbia in 1940. These operated a total of 673 stores within the province whose sales amounted to \$59,039,500, forming 23.8 per cent of the total business of all retail stores including both chains and independents. In the preceding year the same number of chain companies operated 692 stores and accounted for 20.9 per cent of the business. Ratios of chain to total sales for earlier years are 20.5 per cent for 1938, 20.0 per cent for 1937, and 19.3 per cent for 1930. The chain store figures covered the operations of all retail companies operating four or more branches. Voluntary chains comprised of independent proprietors grouped for buying or advertising purposes are not considered as chains for the purposes of this report. It should also be noted that all department stores are considered as independents irrespective of the number of units operated by any one company.

Included in the total chain figures mentioned in the preceding paragraph for 1940 are 12 firms specializing in groceries or meat products. These 12 companies operated 252 stores whose sales amounted to \$14,883,300, forming 43 per cent of the total business of all similar stores. In 1939 there were 13 food chain companies with 266 stores and these transacted 40.2 per cent of the total business of all food stores in that year.

Chains are also of considerable importance in British Columbia in the shoe and drug retailing fields. There were 4 shoe chain companies operating 28 stores in British Columbia in 1940 and these had sales of \$3,032,000 or 25 per cent of the total business of all shoe stores. There were also 3 drug chain companies with 49 stores whose sales of \$2,225,400 formed 35.3 per cent of the total business of all drug stores in the province.

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1940 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/29	
	Number(1) of Stores	Total Net Sales	1939		1930	1931	1932	1933	1934	1935	1936	1937	1938	1939		1940
			\$	\$												
Total, All Stores	9,501	248,597,500	223,769,000	248,333,000	100.0	62.6	69.6	69.6	75.8	84.0	93.6	89.5	90.0	99.9	+ 11.0	
Food Group	3,476	48,692,000	41,201,000	45,177,000	100.0	66.2	69.7	74.7	78.5	85.1	82.9	84.6	92.8	+ 9.7		
Candy and confectionery stores	747	4,699,300	3,484,000	3,860,000	100.0	61.5	63.6	65.4	71.7	80.0	75.2	74.1	82.1	+ 10.8		
Fruit and vegetable stores	192	1,648,000	1,647,000	1,780,000	100.0	80.8	83.9	91.4	103.7	109.7	100.8	99.9	108.0	+ 8.1		
Grocery and combination stores	1,461	26,287,900	24,144,000	26,939,000	100.0	69.5	72.8	78.8	82.2	89.8	87.8	91.8	102.5	+ 11.6		
Meat markets (includes sea foods) ..	506	10,908,200	7,339,000	7,591,000	100.0	56.7	60.6	64.9	66.7	70.6	68.8	67.3	70.5	+ 4.8		
Country General Stores	814	17,653,500	15,981,000	16,540,000	100.0	65.5	73.0	80.0	85.5	95.1	94.1	90.5	93.7	+ 3.5		
General Merchandise Group ..	202	45,862,100	43,099,000	47,607,000	100.0	73.9	78.0	81.3	87.2	94.2	92.1	94.0	103.8	+ 10.5		
Department stores	25	38,831,900	35,088,000	38,772,000	100.0	74.1	77.3	79.8	84.8	91.4	88.8	90.4	99.8	+ 10.5		
Dry goods stores	112	2,146,600	2,201,000	2,533,000	100.0	63.7	74.2	81.1	93.0	102.3	101.3	102.5	118.0	+ 15.1		
General merchandise stores	35	1,213,600	1,084,000	1,122,000	100.0	60.6	73.6	85.3	88.9	98.8	96.3	87.2	90.2	+ 3.5		
Variety stores	30	3,640,000	4,726,000	5,180,000	100.0	83.1	89.1	95.4	108.9	118.0	120.2	129.8	142.3	+ 9.6		
Automotive Group	1,122	34,122,100	38,591,000	42,915,000	100.0	57.4	74.4	87.1	106.8	127.8	114.1	113.1	125.8	+ 11.2		
Motor vehicle dealers	196	21,296,000	25,568,000	29,352,000	100.0	48.0	70.1	89.9	118.5	148.2	123.9	120.1	137.8	+ 14.8		
Accessories, tires and batteries ...	48	1,116,800	1,131,000	1,263,000	100.0	65.1	74.5	76.6	80.1	96.7	95.7	101.3	113.1	+ 11.7		
Filling stations(2)	463	5,360,100	6,952,000	7,244,000	100.0	91.5	103.4	103.1	109.4	116.9	124.0	129.7	135.1	+ 4.2		
Garages	368	5,607,200	4,084,000	4,129,000	100.0	59.3	63.3	62.9	66.6	69.9	71.2	72.8	73.6	+ 1.1		
Apparel Group	772	17,409,400	14,023,000	15,499,000	100.0	62.5	68.3	72.0	77.2	82.1	78.2	80.5	89.0	+ 10.5		
Men's and boys' clothing and fur- nishings (includes custom tailors)	342	6,366,200	4,771,000	5,110,000	100.0	54.3	61.5	67.6	74.0	78.8	72.6	74.9	80.3	+ 7.1		
Family clothing stores	51	1,828,000	1,622,000	1,831,000	100.0	65.0	74.7	78.0	85.3	92.9	89.1	88.7	100.2	+ 12.9		
Women's apparel & accessories stores	257	6,137,000	4,996,000	5,526,000	100.0	67.9	71.8	73.3	77.7	82.7	79.8	81.4	90.0	+ 10.6		
Shoe stores	122	3,078,200	2,634,000	3,032,000	100.0	67.0	71.8	74.7	78.2	81.1	80.3	85.6	98.5	+ 15.1		

(1) and (2): See footnotes on Page 4.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd.)

Kind of Business	1930		Total Net Sales, (Estimated)		Indexes of Retail Sales (1930 = 100)										% of Change, 1940/29	
	Number (1) of stores	Total Net Sales \$														
			1939	1940	1939	1930	1933	1934	1935	1936	1937	1938	1939	1940		
Building Materials Group	379	12,348,900	8,990,000	10,499,000	100.0	100.0	46.2	50.4	56.9	63.7	74.5	73.7	72.8	85.0	+ 16.8	
Hardware stores	184	4,425,400	4,200,000	4,675,000	100.0	100.0	65.5	72.4	82.2	87.2	101.4	97.8	94.9	105.6	+ 11.3	
Lumber and building material dealers	83	3,945,800	2,700,000	3,151,000	100.0	100.0	40.0	44.4	49.2	58.3	67.3	64.9	68.4	79.9	+ 16.7	
Electrical, heating and plumbing, paint and glass shops	98	2,130,600	1,122,000	1,282,000	100.0	100.0	30.8	32.3	36.0	41.2	51.1	56.5	52.7	60.2	+ 14.3	
Furniture and Household Group ..	301	8,207,100	6,732,000	8,243,000	100.0	100.0	51.0	60.3	68.2	79.8	86.9	81.8	82.0	100.4	+ 22.4	
Furniture stores	86	2,456,800	2,449,000	2,912,000	100.0	100.0	61.7	74.5	82.6	94.7	106.0	99.0	99.7	118.5	+ 18.9	
Household appliance stores	45	1,942,700	1,207,000	1,463,000	100.0	100.0	48.4	50.9	60.6	65.7	74.0	68.6	62.1	75.3	+ 21.2	
Other home furnishings stores	69	818,000	747,000	857,000	100.0	100.0	56.2	74.3	79.0	94.5	93.9	84.4	91.3	104.8	+ 14.7	
Radio and music stores	101	2,989,600	2,329,000	3,011,000	100.0	100.0	42.5	50.9	58.4	72.7	77.8	75.7	77.9	100.7	+ 29.3	
Restaurants, cafeterias and Eating Places	634	10,135,000	7,000,000	7,406,000	100.0	100.0	51.5	57.9	63.9	71.5	75.7	69.8	69.1	75.1	+ 5.8	
Other Retail Stores	1,801	54,167,400	48,152,000	54,447,000	100.0	100.0	59.9	66.6	72.6	81.3	91.1	88.1	88.9	100.5	+ 13.1	
Farmers' supply stores	115	11,341,200	9,553,000	10,461,000	100.0	100.0	61.8	75.1	83.3	89.8	102.3	96.5	84.2	92.2	+ 9.5	
Book stores	36	793,900	595,000	643,000	100.0	100.0	61.5	64.6	68.4	73.3	81.1	75.7	74.7	81.0	+ 8.4	
Coal and wood yards	181	5,699,200	2,907,000	2,767,000	100.0	100.0	58.2	47.6	52.3	55.7	57.2	52.1	51.0	48.6	- 4.8	
Drug stores	268	6,530,400	5,666,000	6,301,000	100.0	100.0	67.9	72.4	74.9	79.9	86.6	86.0	86.8	96.5	+ 11.2	
Florists	70	761,600	531,000	550,000	100.0	100.0	57.5	57.4	60.1	62.2	70.0	72.1	69.7	72.2	+ 3.6	
Jewellery stores	137	2,668,200	2,601,000	3,056,000	100.0	100.0	53.6	66.8	76.3	84.9	89.1	86.6	97.5	114.5	+ 17.5	
Office, school and store supplies and equipment dealers	38	1,210,600	1,048,000	1,230,000	100.0	100.0	40.5	50.5	60.1	76.7	93.4	89.7	86.6	101.6	+ 17.4	
Tobacco stores and stands	198	2,900,800	2,632,000	2,893,000	100.0	100.0	68.3	72.3	76.5	83.1	90.8	88.6	90.7	99.7	+ 9.9	
Government liquor stores	73	14,735,400	14,960,000	17,590,000	100.0	100.0	59.7	68.8	75.8	86.5	95.8	93.2	101.5	119.4	+ 17.6	
Miscellaneous kinds of business (includes secondhand stores) ...	685	7,526,100	7,661,000	8,956,000	100.0	100.0	54.3	60.2	64.5	80.7	98.5	97.3	101.8	119.0	+ 15.3	

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

NOTE: In a number of cases group totals include figures for classifications not separately shown.

BRITISH COLUMBIA - RETAIL MERCHANDISE TRADE, 1940

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1939	1940
ALL STORES, TOTAL --				
Chains	95	81	73	73
Stores (maximum)	692	740	692	673
Chain sales	\$ 47,875,300	\$ 32,405,600	\$ 46,868,700	\$ 59,039,500
Total sales	\$248,597,500	\$155,747,000	\$223,769,000	\$248,333,000
%, chains to total	19.3	20.8	20.9	23.8
Grocery and Combination				
Stores and Meat Markets -				
Chains	19	17	13	12
Stores (maximum)	244	282	266	252
Chain sales	\$ 10,117,100	\$ 8,862,400	\$ 12,653,300	\$ 14,883,300
Total sales	\$ 37,196,100	\$ 24,455,000	\$ 31,483,000	\$ 34,630,000
%, chains to total	27.2	36.2	40.2	43.0
Variety Stores -				
Chains	3	3	3	3
Stores (maximum)	21	21	22	22
Chain sales	\$ 2,769,700	\$ 2,301,300	\$ 3,369,100	\$ 3,735,400
Total sales	\$ 3,640,000	\$ 3,025,000	\$ 4,726,000	\$ 5,180,000
%, chains to total	76.1	76.1	71.3	72.1
Shoe Stores -				
Chains	3	5	4	4
Stores (maximum)	19	27	28	28
Chain sales	\$ 619,400	\$ 640,000	\$ 617,700	\$ 7,370,000
Total sales	\$ 3,078,200	\$ 2,062,000	\$ 2,634,000	\$ 3,032,000
%, chains to total	20.1	31.0	23.5	25.0
Restaurants, Cafeterias and				
Eating Places -				
Chains	7	6	5	5
Stores (maximum)	34	25	28	31
Chain sales	\$ 1,213,000	\$ 691,500	\$ 728,200	\$ 797,400
Total sales	\$ 10,135,000	\$ 5,220,000	\$ 7,000,000	\$ 7,406,000
%, chains to total	12.0	13.3	10.4	10.8
Drug Stores -				
Chains	4	3	3	3
Stores (maximum)	41	39	51	49
Chain sales	\$ 2,042,500	\$ 1,367,500	\$ 2,008,900	\$ 2,225,400
Total sales	\$ 6,530,400	\$ 4,434,000	\$ 5,666,000	\$ 6,301,000
%, chains to total	31.3	30.8	35.5	35.3

Note:--In some instances, figures for years subsequent to 1930 have been revised.

THE UNIVERSITY OF CHICAGO
1307 EAST 58TH STREET
CHICAGO, ILL. 60637

NAME	ADDRESS	CITY	STATE	ZIP
JOHN DOE	1234 N. LAKE	CHICAGO	ILL.	60610
JANE SMITH	5678 S. MICHIGAN	CHICAGO	ILL.	60637
BILLY BROWN	9012 W. FULLER	CHICAGO	ILL.	60656
MARY WHITE	3456 E. 53RD	CHICAGO	ILL.	60648
TOMMY GREEN	7890 N. ELSTON	CHICAGO	ILL.	60630
LUCAS BLACK	2109 S. HALSTED	CHICAGO	ILL.	60608
ANGELA PINK	6543 W. 95TH	CHICAGO	ILL.	60643
DANIEL BLUE	4321 N. STATE	CHICAGO	ILL.	60612
SARAH RED	8765 S. DODD	CHICAGO	ILL.	60619
KEVIN ORANGE	1098 E. 67TH	CHICAGO	ILL.	60631
NANCY PURPLE	5432 W. 103RD	CHICAGO	ILL.	60644
CHRISTOPHER YELLOW	9876 N. LAKE	CHICAGO	ILL.	60610
AMANDA GREEN	3210 S. MICHIGAN	CHICAGO	ILL.	60605
JACOB BLUE	7654 W. FULLER	CHICAGO	ILL.	60656
STEPHANIE RED	2109 E. 53RD	CHICAGO	ILL.	60648
NATHAN ORANGE	6543 N. ELSTON	CHICAGO	ILL.	60630
KYLE PURPLE	4321 S. HALSTED	CHICAGO	ILL.	60608
ALEXANDER YELLOW	8765 W. 95TH	CHICAGO	ILL.	60643
HAYDEN GREEN	1098 N. STATE	CHICAGO	ILL.	60612
VICTORIA BLUE	5432 S. DODD	CHICAGO	ILL.	60619
JONAS ORANGE	9876 E. 67TH	CHICAGO	ILL.	60631
LUCAS PURPLE	3210 W. 103RD	CHICAGO	ILL.	60644

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DEPT. OF POLITICAL SCIENCE
UNIVERSITY OF TORONTO

Published by Authority of the Hon. James A. MacKINNON, M.P.,
Minister of Trade and Commerce.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

BRITISH COLUMBIA

CALENDAR YEAR

1941

FINAL REPORT



OTTAWA
1943

Price 25 cents

Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
OTTAWA, CANADA

Dominion Statistician:	S. A. Cudmore, M.A. (Oxon.), F.S.S., F.R.S.C.
Chief, Internal Trade Branch:	Herbert Marshall, B.A., F.S.S.
Statistician:	A. C. Steedman, B.A.

Series, 1941
No. 21

Price: 25 cents

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN BRITISH COLUMBIA, 1941
(Final Report)

Final compilations for the Census of Merchandising and Service Establishments, 1941, show that there were 11,253 retail stores in British Columbia in the Census year and that these had annual sales of \$309,572,600, including \$29,093,900 worth of instalment business. These stores required the services of 33,569 employees including 25,649 persons engaged on a full-time basis and 7,920 persons on a part-time basis. In addition, there were 10,656 proprietors who devoted the major portion of their time to the management of their retail businesses. Salaries and wages paid to employees during the year amounted to \$30,964,000; inventories on hand at the end of the year (exclusive of chain warehouse inventories) were valued at \$44,958,000, while accounts outstanding on retailers' books on the same date were valued at \$19,514,400.

The Census of Merchandising and Service Establishments forms part of the Decennial Census of 1941 and is the second complete survey of retail trade to be taken in Canada. The previous census related to the year 1930 when retail sales in British Columbia were valued at \$248,597,500. Dollar sales in 1941 were 24.5 per cent higher than in the earlier period.

The scope of the 1941 Census of Merchandising varied slightly from that of 1930, figures for the earlier year including certain minor types of business not included in the regular retail tables of the 1941 Census. The types of business omitted in 1941 consist chiefly of producer-distributors of milk products and certain agencies having no established place of business. On excluding figures for these types from the 1930 totals, an increase of 22 per cent is recorded in the number of retail outlets while the increase in dollar volume of business was 30.6 per cent.

Size of Business

Retail stores range widely in the scale of their operations as measured in terms of the annual volume of business transacted. An analysis of the 11,253 retail stores operating in British Columbia in 1941 shows that 28 per cent of these stores had annual sales of less than \$5,000 each and that these accounted for only 2.6 per cent of the total dollar volume of business transacted by all stores. On the other hand, there were 412 stores or slightly less than 4 per cent of the total number of retail outlets that had annual sales of \$100,000 or over and these accounted

for nearly 46 per cent of the total annual retail business.

The merchandising census was taken by mail, the mailing lists for the project having been prepared by the population census enumerators who were instructed to list the name and address of each business establishment in their respective enumeration areas including those retail firms which commenced operations between the beginning of the year and the census date. The inclusion of part-year reports from such firms is a factor to be considered in the interpretation of the analysis of retail stores according to sales volume.

Personnel

Each firm was asked to report the average number of paid employees required to carry on business during the year, separate figures to be given for male and for female employees and a distinction to be made between those employees on a full-time and on a part-time basis. Data were also secured relating to annual payroll and to the number of proprietors who took an active part in the management of their retail business.

Answers to these inquiries show a total of 44,227 persons engaged, either full-time or part-time, in retail merchandising in 1941. Included in these totals are 16,496 full-time male and 9,153 full-time female employees to whom \$28,361,200 was paid in salaries and wages during the year. Included also in the totals are 3,791 part-time male and 4,129 part-time female employees with an annual payroll of \$2,602,800. The third component included in the totals consists of active proprietors of whom there were 10,658 including 9,066 male and 1,592 female persons.

An analysis of the retail stores of the province, according to the number of paid employees in each store, indicates that there were 4,482 stores or slightly less than 40 per cent of the total number in which there were no employees, the operations of these retail outlets being carried on by the proprietors alone. Nearly 22 per cent of the total stores each had one employee, 13 per cent had two employees, 7 per cent had three employees, and about another 5 per cent had four employees each. There were 1,496 stores each with 5 or more employees. This group comprised 13.3 per cent of the total number of stores, included 70.3 per cent of the total number of employees, paid out 75.9 per cent of the total annual payroll and transacted 80.4 per cent of the total volume of retail business.

Cash, Credit and Instalment Sales

All stores were not able to report the proportions of their total business transacted on cash and credit bases. Information on cash and credit sales secured from 8,240 stores which accounted for 87 per cent of the total volume of retail business indicated that credit sales (including instalment sales) formed 32.1 per cent of the total annual turnover while 67.9 per cent of the business was transacted on a cash basis. Assuming that the proportions of cash and credit sales were similar for the reporting and non-reporting stores, the total volume of retail credit business may be estimated at \$99,372,800 in 1941. Ratios of credit to total sales for stores classified broadly according to kind of business stand at 27.1 per cent for food stores, 42.6 per cent for country general stores, 26.7 per cent for the general merchandise group consisting chiefly of department and general merchandise stores with a ratio of 29.2 per cent, and variety stores in which credit sales are practically "nil". Ratios of credit to total sales for other groups stand at 53.8 per cent for the automotive group, 19.1 per cent for the apparel group, 58.3 per cent for the building materials

group, 65.1 per cent for the furniture--household--radio group and 18.5 per cent for the "other retail stores" group.

Included in the total credit business were instalment sales reported at \$29,093,900, or 9.4 per cent of the total volume of retail sales. Firms were instructed to include in the instalment sales reported the total volume of goods sold on the instalment plan including the down payment, the value of any trade-ins accepted as part payment in addition to the amount of the original unpaid balance. All instalment sales were to be reported irrespective of whether the paper was discounted with a finance company or carried on the retailers' own books.

Almost 48 per cent of the total volume of instalment business was reported by motor vehicle dealers whose instalment sales totalled \$11,892,700 or 39.3 per cent of the total annual sales for this classification. Instalment sales in department stores amounted to \$5,621,100; stores specializing in furniture, household appliances, radios and musical instruments or a combination of these items had instalment sales of \$3,050,000, while stores specializing in men's or women's apparel reported time-payment sales of \$2,004,200.

Types of Operation

In addition to being classified according to kind of business each store was assigned to a type of operation, depending chiefly upon whether the store was independently owned and operated or whether it belonged to a chain company, or some other multiple form of organization.

The 11,253 retail stores operating in British Columbia in 1941 were comprised of 10,405 independent stores whose sales formed 78.4 per cent of the total retail trade, 767 units of chain companies which accounted for 20.8 per cent of the total retail sales and 81 stores assigned to other types and accounting for the remaining 0.8 per cent of the total trade.

The ratio of chain to total sales was practically unchanged in 1941 from 1930, chains accounting for 19.8 per cent of the total trade in 1930 compared with 20.8 per cent in the more recent period. Comparative ratios for the two years for some of the lines of business in which chains are of more importance (ratios for 1930 in brackets) are as follows: Grocery stores, 16.9 per cent (12.9 per cent); combination stores, 66.9 per cent (59.4 per cent); variety stores, 77.4 per cent (93.2 per cent); men's and boys' clothing and furnishings stores, 7.6 per cent (3.4 per cent); shoe stores, 24.5 per cent (20.7 per cent); restaurants, 10.0 per cent (12.7 per cent).

For census purposes chains are taken to include all retail organizations operating four or more retail stores exclusive only of department stores. All department stores are classified as independents. The chain figures do not include the so-called voluntary chains comprised of independent stores grouped for buying or advertising purposes. There were 397 independent stores in these voluntary chains in 1941 whose sales formed 3.6 per cent of the total trade. In 1930 there were 137 voluntary chain units in operation and their sales formed 1.4 per cent of the total.

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Table 1.--Comparison of Stores and Sales for 1930 and 1941
by Kind-of-Business Groups and for Selected Kinds of Business

	Number of Stores		Sales		
	1930	1941	1930	1941	% Change
Total, All Stores	9,501	11,253	\$ 248,597,500	\$ 309,572,600	+ 24.5
(1)					
Total, Comparable Stores	9,161	11,197	235,518,900	307,704,700	+ 30.6
Food Group	3,476	3,818	48,692,000	69,472,200	+ 42.7
Candy and confectionery stores.	747	852	4,699,300	6,066,200	+ 29.1
Grocery stores (without fresh meat)	1,303	1,660	19,977,500	26,098,400	+ 30.6
Combination stores (groceries and meats)	158	255	6,310,400	19,248,700	+205.0
Meat markets (including sea food)	506	491	10,908,200	9,721,100	- 10.9

(1) Excludes milk dealers, farm implement agents and grain elevators.

Table 1.--Comparison of Stores and Sales for 1930 and 1941
by Kind of Business Groups and for Selected Kinds of Business--(Concl'd)

	Number of Stores		Sales		
	1930	1941	1930	1941	% Change
			\$	\$	
Country General Stores	771	728	15,348,500	16,057,400	+ 4.6
General Merchandise Group .	245	206	48,167,100	53,545,800	+ 11.2
Department stores and mail-order offices	25	31	38,831,900	44,379,300	+ 14.3
Variety stores	30	48	3,640,000	4,598,700	+ 26.3
Automotive Group	1,093	1,366	33,923,400	53,939,600	+ 59.0
Motor vehicle dealers	196	207	21,296,000	35,382,100	+ 66.1
Garages	368	290	5,607,200	5,701,700	+ 1.7
Filling stations	463	806	5,360,100	11,114,700	+107.4
Apparel Group	572	1,143	17,409,400	25,254,700	+ 45.1
Men's and boys' clothing and furnishings stores	342	340	6,366,200	6,369,100	(b)
Family clothing stores	51	111	1,828,000	4,856,600	+165.7
Women's apparel and accessories stores	257	547	6,137,000	10,279,900	+ 67.5
Shoe stores	122	145	3,078,200	3,749,100	+ 21.8
Building Materials Group ..	388	467	12,434,900	13,969,500	+ 12.3
Hardware stores	184	201	4,425,400	4,927,600	+ 11.3
Lumber and building materials ..	83	125	3,945,800	5,234,800	+ 32.7
Furniture--Household--					
Radio Group	292	367	8,121,100	11,501,600	+ 41.6
Furniture stores	86	131	2,456,800	5,453,300	+122.0
Household appliance or radio dealers	146	157	4,832,300	4,922,700	+ 1.9
Restaurant Group	634	962	10,135,000	15,000,300	+ 48.0
Other Retail Stores	1,599	1,924	52,959,700	49,451,000	- 6.6
Drug stores	268	305	6,530,400	8,277,000	+ 26.7
Jewellery stores	137	154	2,668,200	3,895,400	+ 46.0
Tobacco stores and stands	198	391	2,900,800	3,520,100	+ 21.3
Second-Hand Group	231	272	1,406,400	1,380,500	- 1.8

(b) Less than .05 per cent.

Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business

Kind of business		Number of Stores	Sales, 1941 \$	Stocks on hand, end of year (at cost) \$
1.	Total, All Stores (1941 (1930)	11,253 9,501	309,572,600 248,597,500	44,958,000 41,055,300
2.	Food Group	3,818	69,472,800	4,844,000
3.	Bakery products stores	151	1,302,800	53,800
	Candy and confectionery stores --			
4.	Candy, nut stores	23	305,700	17,100
5.	Confectionery stores	829	5,760,500	500,000
	Dairy products dealers --			
6.	Dairy products stores	34	1,262,100	20,800
7.	Eggs and poultry stores	28	396,800	17,000
8.	Milk dealers	36	1,325,200	13,700
9.	Fruit and vegetable stores	240	3,244,500	190,300
10.	Grocery stores (without fresh meat)	1,660	28,098,400	2,882,300
11.	Combination stores (groceries and meats) . Meat markets (including sea foods) --	255	19,248,700 ¹	849,800
12.	Meat markets	444	9,121,900	219,700
13.	Fish markets	47	599,200	20,800
	Other food stores --			
14.	Caterers	5	38,100	1,600
15.	Coffee, tea and spice stores	15	107,100	21,400
16.	Delicatessen stores	38	592,100	27,800
17.	Food stores with non-food departments ..	2)		
18.	Other food stores	11)	69,100	7,900
19.	Country General Stores	728	16,957,400	3,559,600
20.	General Merchandise Group	206	53,545,800	9,861,500
21.	Department stores and mail order houses or offices	31	44,379,300	7,929,900
22.	General merchandise and dry goods stores .	127	4,567,800	1,249,500
23.	Variety stores	48	4,598,700	682,100
24.	Automotive Group	1,365	53,939,600	5,305,800
	Motor vehicle dealers --			
25.	Automobile dealers	148	19,635,000	2,514,400
26.	Automobile dealers with wholesale car departments	23	12,755,700	1,442,100
27.	Automobile dealers with farm implements.	6	1,559,000	135,800
28.	Used car dealers	30	1,432,400	176,700
29.	Accessory, tire and battery shops	40	1,516,200	187,800
30.	Garages	290	5,701,700	369,200
31.	Filling stations	806	11,114,700	448,800

(1) Included in this figure are meat sales of \$4,651,000.

Table 2.-Retail Merchandise Trade, 1941, by Kinds of Business

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				\$			\$	
9,066	1,592	16,496	9,153	28,361,200	3,791	4,129	2,602,800	1.
8,606	1,192	14,675	6,513	23,465,100	1,822	1,453	1,056,200	
3,085	602	3,086	1,119	4,007,900	943	600	366,500	2.
84	39	67	130	153,700	8	26	9,100	3.
6	1	7	50	55,000	-	14	5,400	4.
598	247	140	191	244,200	44	142	39,200	5.
24	7	113	31	192,700	8	16	4,500	6.
35	3	11	-	9,600	3	6	1,900	7.
27	2	188	16	254,100	11	2	5,700	8.
314	25	112	42	125,700	47	59	23,500	9.
1,378	255	926	303	1,100,500	308	187	113,000	10.
156	4	770	265	1,116,700	220	110	87,100	11.
369	4	675	46	646,600	285	26	71,100	12.
41	3	38	1	41,900	3	2	1,100	13.
4	2	7	5	3,400	-	-	-	14.
12	2	5	4	5,600	1	-	100	15.
25	6	25	34	55,600	5	10	4,800	16.
								17.
12	2	2	1	2,600	-	-	-	18.
595	72	612	191	825,400	169	96	79,600	19.
106	37	2,219	3,225	6,279,700	576	1,908	969,900	20.
-	-	1,900	2,620	5,425,700	527	1,611	868,400	21.
79	33	228	138	424,300	40	68	36,900	22.
27	4	91	467	429,700	9	229	64,600	23.
1,324	24	3,583	189	5,069,100	447	49	174,300	24.
108	-	1,299	71	1,919,700	69	13	49,800	25.
3	-	716	55	1,288,500	6	1	2,200	26.
3	-	109	6	178,400	6	-	900	27.
25	-	71	4	97,700	11	-	4,800	28.
26	-	140	15	205,200	11	2	8,000	29.
300	3	569	14	668,400	110	14	44,800	30.
836	20	664	19	692,600	207	19	61,500	31.

Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd.)

Kind of Business	Number of Stores	Sales, 1941	Stocks on hand, end of year (at cost)
Automotive Group--(Cont'd)		\$	\$
Other automotive establishments --			
1. Motorcycle dealers	5	81,900	10,300
2. Motorcycle and bicycle dealers	4	20,200	6,800
3. Boats, motorboats, canoes, yachts	2		
4. Boats (gas, oil, accessories and repairs) .	12	122,800	13,900
5. Apparel Group	1,143	25,254,700	7,738,000
Men's and boys' clothing and furnishings stores --			
6. Men's clothing or clothing and furnish- ings' stores	139	4,309,100	1,582,300
7. Men's furnishings stores	41	416,300	217,800
8. Men's hat stores	9	132,500	57,800
9. Custom tailors and made-to-measure clothing	151	1,511,200	212,100
10. Family clothing stores	111	4,856,600	2,020,900
Women's apparel and accessories stores --			
11. Women's ready-to-wear stores	293	7,522,800	1,545,200
12. Hosiery, lingerie and accessories stores ..	42	638,900	150,200
13. Millinery stores	55	468,600	51,200
14. Furriers--fur shops	27	1,087,300	406,300
15. Infants' and children's wear stores	29	229,000	81,400
16. Other women's apparel stores	101	333,300	90,400
Shoe Stores --			
17. Men's shoe stores	7	174,700	79,000
18. Women's shoe stores	6	477,200	87,300
19. Family shoe stores	132	3,097,200	1,156,100
20. Building Materials Group	467	13,969,500	2,694,100
Hardware Stores--			
21. Hardware stores	197	4,790,600	1,693,500
22. Hardware and farm implements	4	137,000	41,000
Lumber and building material dealers --			
23. Lumber and building materials	109	4,193,700	433,200
24. Lumber and building materials, coal and wood	16	1,041,100	104,500
25. Other building materials	14	1,944,800	87,200
26. Electrical supply stores	45	462,100	89,000
27. Heating and plumbing equipment dealers	48	827,300	101,200
28. Paint, glass and wallpaper stores	34	572,900	144,500

Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and Wages	Male	Female	Salaries and Wages	
				\$			\$	
4	-	8	1	10,600	2	-	600	1.
4	-	1	-	1,000	2	-	1,000	2.
								3.
15	1	6	1	7,000	3	-	700	4.
673	369	1,013	1,232	2,592,300	348	604	288,800	5.
126	3	248	29	427,600	91	30	39,600	6.
40	1	29	7	32,400	12	1	3,500	7.
5	-	10	-	13,800	11	-	3,100	8.
154	4	118	44	187,900	48	33	35,300	9.
81	8	193	271	508,800	48	103	39,400	10.
94	161	107	639	765,500	16	275	86,000	11.
6	32	5	37	40,400	1	23	9,600	12.
13	46	16	32	37,400	6	40	13,100	13.
19	2	35	67	130,200	5	26	9,300	14.
10	24	3	11	8,800	-	6	1,600	15.
26	83	16	38	35,000	2	31	10,200	16.
6	-	10	-	21,800	4	-	1,300	17.
4	-	25	7	46,000	11	1	7,000	18.
89	5	198	50	336,700	93	35	29,800	19.
384	18	937	108	1,361,600	228	43	116,700	20.
170	9	324	53	402,600	68	29	25,500	21.
1	-	9	-	12,600	3	-	600	22.
72	3	298	21	424,000	76	3	37,600	23.
14	-	56	5	71,100	27	-	23,000	24.
8	1	126	9	219,100	5	-	1,800	25.
47	-	39	10	50,100	19	2	10,200	26.
43	2	82	6	107,300	17	5	10,600	27.
29	3	53	4	74,800	13	4	7,400	28.

Table 2. --Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Kind of Business	Number of Stores	Sales, 1941	Stocks on hand, end of year (at cost)
		\$	\$
1. Furniture--Household--Radio Group	367	11,501,600	3,029,700
Furniture stores --			
2. Furniture stores	127	5,314,000	1,295,400
3. Furniture and undertaker	4	139,300	47,300
Household appliance or radio dealers --			
4. Household appliance stores	66	2,355,500	420,300
5. Household appliance stores with radios ...	51	1,924,500	582,100
Radio and music stores --			
6. Radio specialty stores	28	182,200	43,700
7. Radio and music stores	5	342,100	89,100
8. Piano and music stores	7	118,400	45,700
Other home furnishings and appliance stores --			
9. Antique shops	29	222,900	188,700
10. China, glassware, kitchenware stores	18	362,500	95,200
11. Floor coverings, curtains, interior decorations	17	449,100	187,100
12. Pictures and picture framing stores	11	51,200	23,600
13. Other home furnishings stores	4	39,900	11,500
14. Restaurant Group	962	15,000,300	434,700
15. Restaurants, cafeterias and eating places ..	664	11,913,500	302,100
16. Eating places with other merchandise	250	2,810,800	124,700
17. Refreshment booths and stands	48	276,000	7,900
18. Other Retail Stores	1,924	49,451,000	7,145,500
19. Farm implement dealers	20	542,700	77,700
Feed stores --			
20. Feed stores (flour, feed, grain, seed) ..	73)		
21. Farmers' supply stores	3)	3,753,500	336,300
22. Harness shops	5	51,500	25,900
23. Book and stationery stores	47	948,100	280,700
Coal and wood yards (ice dealers) --			
24. Coal and wood yards (including ice)	259	4,297,200	230,900
25. Ice dealers	11	467,000	26,900
Drug stores--			
26. Drug stores without soda fountain	228	5,895,800	1,578,600
27. Drug stores with soda fountain	77	2,381,200	460,600
28. Florists	97	700,800	43,600
29. Gifts, novelty and souvenir shops	70	499,300	220,900
30. Camera and photographic supply stores	14	568,300	142,200
31. Jewellery stores	154	3,895,400	1,341,300
32. Luggage and leather goods stores	10	195,400	58,300
33. Musical instrument stores (without radios or pianos)	15	181,800	72,300

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages \$	Male	Female	Salaries and wages \$	
241	25	788	259	1,516,400	97	40	48,500	1.
95	4	308	80	539,500	39	11	17,000	2.
1	-	11	3	20,300	1	1	400	3.
29	1	206	61	442,300	18	5	7,400	4.
33	-	148	59	263,900	20	6	9,300	5.
28	1	10	2	11,000	1	2	800	6.
2	-	29	9	65,500	1	-	1,000	7.
3	-	13	6	19,000	4	-	1,100	8.
15	12	13	3	24,600	1	3	2,500	9.
7	5	16	23	53,800	2	6	5,200	10.
14	1	30	8	68,800	8	3	3,100	11.
10	1	1	5	5,400	1	2	300	12.
4	-	3	-	2,300	1	1	400	13.
951	195	1,504	2,035	2,510,500	241	526	215,400	14.
732	121	1,362	1,616	2,142,000	167	378	152,900	15.
192	69	121	389	348,900	44	111	38,700	16.
27	5	21	30	19,600	30	37	23,800	17.
1,469	217	2,604	786	4,083,000	721	257	335,200	18.
25	1	30	3	32,400	24	3	9,900	19.
44	-	186	22	255,200	16	3	9,700	20.
5	-	1	-	1,400	1	-	100	21.
28	12	139	37	161,600	7	22	5,700	22.
262	11	485	49	540,500	214	7	58,300	23.
10	-	120	12	153,500	13	3	12,900	24.
172	8	406	98	643,400	120	32	45,600	25.
57	-	131	100	252,300	42	27	18,700	26.
71	24	46	40	83,800	25	39	9,100	27.
35	38	16	32	45,000	9	19	8,400	28.
7	-	43	17	86,100	1	-	200	29.
129	12	235	148	530,100	28	35	17,800	30.
8	1	6	8	18,400	4	7	3,100	31.
10	2	13	9	27,300	2	3	900	32.

Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business--(Cont'd)

Kind of Business	Number of Stores	Sales, 1941 \$	Stocks on hand, end of year (At cost) \$
Other Retail Stores--(Cont'd)			
1. Newsdealers	27)		
2. Newsdealers and smallwares	2)	383,000	39,600
Office, store and school furniture, equipment and supplies --			
3. Office, store and school furniture, equipment and supplies	9	330,700	83,500
4. Office and store appliance dealers	29	1,637,600	304,600
5. Opticians and optometrists	51	662,900	99,300
Sporting goods stores --			
6. Bicycle specialty shops	61	389,800	99,800
7. Other specialty shops	6	15,600	2,400
8. Sporting goods stores	29	621,500	205,200
9. Scientific and medical instruments	3	15,700	3,600
10. Tobacco stores and stands	391	3,520,100	342,500
11. Liquor stores	74	15,830,600	570,100
12. Patent medicines, perfumes, extracts	31	217,100	51,200
13. Miscellaneous kinds of business	128	1,448,400	447,500
14. Second-Hand Group	272	1,380,500	345,100
15. Automobile parts and accessories	31	207,700	49,800
16. Book stores	38	59,300	21,200
17. Clothing and shoe stores	43	265,800	63,500
18. Furniture stores	75	401,900	85,800
19. All other second-hand stores	85	445,800	124,800

Table 2.--Retail Merchandise Trade, 1941, by Kinds of Business--(Concl'd)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages \$	Male	Female	Salaries and wages \$	
21	4	38	21	43,200	5	1	2,800	1. 2.
3	-	23	9	56,500	4	1	1,600	3.
14	-	166	60	356,100	6	1	3,100	4.
44	-	42	24	102,100	1	2	900	5.
62	3	37	3	38,100	12	-	2,400	6.
6	-	-	-	-	-	-	-	7.
23	2	45	7	53,700	5	4	1,900	8.
2	1	1	-	800	-	-	-	9.
314	69	111	55	162,600	42	38	24,200	10.
-	-	181	-	295,300	119	-	86,000	11.
35	4	13	2	11,100	-	4	1,300	12.
82	25	90	30	132,500	21	6	10,600	13.
238	33	100	9	115,300	21	6	7,900	14.
29	1	33	4	36,900	4	1	1,700	15.
30	8	1	-	800	-	1	100	16.
33	9	17	2	28,200	4	2	2,100	17.
69	7	14	2	10,000	4	1	1,800	18.
77	8	35	1	39,400	9	1	2,200	19.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business
(Sales are shown in thousands of dollars)

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
1. Total, All Stores	11,253	309,573	455	269
2. Per cent of total stores and sales.	100.0	100.0	4.0	0.1
3. Food Group	3,818	69,472	129	78
4. Bakery products stores	151	1,303	2	(x)
5. Candy and confectionery stores	852	6,066	60	33
6. Dairy products dealers	98	2,984	2	(x)
7. Fruit and vegetable stores	240	3,245	5	(x)
8. Grocery stores (without fresh meat)	1,660	26,098	52	35
9. Combination stores (groceries and meats)	255	19,249	-	-
10. Meat markets (including sea foods)	491	9,721	5	(x)
11. Other food stores	71	806	3	(x)
12. Country General Stores	728	16,057	16	(x)
13. General Merchandise Group	206	53,546	6	(x)
14. Department stores and mail-order houses or offices	31	44,379	-	-
15. General merchandise and dry goods stores.	127	4,568	6	(x)
16. Variety stores	48	4,599	-	-
17. Automotive Group	1,366	53,940	36	19
18. Motor vehicle dealers	207	35,382	-	-
19. Accessory, tire and battery shops	40	1,516	3	1
20. Garages	290	5,702	6	3
21. Filling stations	806	11,115	27	15
22. Other automotive establishments	23	225	-	-
23. Apparel Group	1,143	25,255	61	38
24. Men's and boys' clothing and furnishings stores	340	6,369	18	11
25. Family clothing stores	111	4,857	1	(x)
26. Women's apparel and accessories stores ..	547	10,280	39	24
27. Shoe stores	145	3,749	3	(x)
28. Building Materials Group	467	13,970	14	9
29. Hardware stores	201	4,928	1	(x)
30. Lumber and building material dealers	125	5,235	1	(x)
31. Other building materials	141	3,807	12	(x)

Table 3.--Retail Merchandise Trade, 1941, by Size of Business

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
665	943	2,047	6,807	2,419	17,380	2,447	34,593	1.
5.9	0.3	18.2	2.2	21.5	5.6	21.7	11.2	2.
199	274	666	2,240	973	6,971	314	12,347	3.
12	17	40	135	49	354	40	540	4.
88	125	238	795	264	1,869	156	2,026	5.
3	(x)	15	49	24	179	28	375	6.
7	10	40	141	68	504	60	857	7.
79	105	274	920	431	3,077	405	5,691	8.
1	(x)	5	18	27	191	33	480	9.
5	7	33	113	92	668	182	2,670	10.
4	6	21	69	18	130	15	209	11.
33	48	102	326	142	1,045	184	2,384	12.
11	(x)	32	105	30	213	18	278	13.
-	-	-	-	-	-	1	(x)	14.
11	(x)	24	77	26	164	12	177	15.
-	-	8	27	4	30	5	(x)	16.
55	74	181	619	249	1,804	225	3,011	17.
-	-	5	(x)	4	29	22	540	18.
4	(x)	4	15	6	46	7	100	19.
9	11	35	116	52	377	73	1,132	20.
41	57	132	454	178	1,292	241	3,362	21.
1	(x)	5	(x)	9	60	4	56	22.
68	126	232	740	224	1,594	223	3,273	23.
28	39	72	222	67	490	65	952	24.
-	-	18	63	18	130	26	375	25.
56	81	124	394	116	810	90	1,259	26.
4	6	18	62	23	164	42	547	27.
15	22	52	177	78	594	107	1,552	28.
6	(x)	16	49	36	275	34	779	29.
1	(x)	11	38	10	71	25	347	30.
8	12	25	90	32	238	30	487	31.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)
(Sales are shown in thousands of dollars)

Kind of Business	\$20,000- \$29,999		\$30,000- \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
1. Total, All Stores	1,215	29,249	968	36,669
2. Per cent of total stores and sales.	10.8	9.4	8.6	11.9
3. Food Group	409	9,755	295	11,269
4. Bakery products stores	4	100	4	(x)
5. Candy and confectionery stores	37	835	7	(x)
6. Dairy products dealers	6	151	9	341
7. Fruit and vegetable stores	41	977	17	634
8. Grocery stores (without fresh meat)	191	4,607	153	5,895
9. Combination stores (groceries and meats) .	30	726	47	1,815
10. Meat markets (including sea foods)	95	2,239	54	2,007
11. Other food stores	5	118	4	153
12. Country General Stores	88	2,411	82	3,028
13. General Merchandise Group	17	588	24	956
14. Department stores and mail-order houses or offices	-	-	5	217
15. General merchandise and dry goods stores .	13	299	14	512
16. Variety stores	4	89	5	208
17. Automotive Group	181	4,327	132	4,889
18. Motor vehicle dealers	9	206	32	1,267
19. Accessory, tire and battery shops	3	(x)	2	(x)
20. Garages	57	1,381	35	1,247
21. Filling stations	108	2,575	63	(x)
22. Other automotive establishments	4	(x)	-	-
23. Apparel Group	114	2,767	86	3,362
24. Men's and boys' clothing and furnishings stores	37	906	28	1,055
25. Family clothing stores	11	283	14	564
26. Women's apparel and accessories stores ...	43	1,013	32	1,209
27. Shoe stores	23	565	14	534
28. Building Materials Group	72	1,939	62	2,355
29. Hardware stores	35	857	26	1,037
30. Lumber and building material dealers	22	526	22	840
31. Other building materials	15	355	12	478

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$50,000- \$99,999		\$100,000- \$199,999		\$200,000- \$499,999		\$500,000 or over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
625 5.6	41,872 13.5	266 2.4	36,482 11.8	100 0.9	29,065 9.4	46 0.4	76,245 24.6	1. 2.
141	9,254	64	8,978	20	5,546	3	2,263	3.
-	-	-	-	-	-	-	-	4.
2	(x)	-	-	-	-	-	-	5.
6	356	1	(x)	3	(x)	1	(x)	6.
2	(x)	-	-	-	-	-	-	7.
65	4,349	9	(x)	1	(x)	-	-	8.
47	3,126	47	6,837	16	4,504	2	(x)	9.
19	1,188	6	(x)	-	-	-	-	10.
-	-	1	(x)	-	-	-	-	11.
52	3,430	16	2,365	1	(x)	1	(x)	12.
22	1,593	15	1,978	19	5,811	12	42,226	13.
4	254	1	(x)	10	2,854	10	(x)	14.
10	694	6	744	4	1,259	1	(x)	15.
8	645	8	(x)	5	1,698	1	(x)	16.
87	5,886	47	6,376	30	9,322	13	15,583	17.
51	3,587	39	5,356	29	(x)	13	15,583	18.
7	486	3	(x)	1	(x)	-	-	19.
15	961	3	422	-	-	-	-	20.
14	852	2	(x)	-	-	-	-	21.
-	-	-	-	-	-	-	-	22.
74	4,998	27	3,852	9	2,430	3	2,075	23.
17	1,268	6	(x)	2	(x)	-	-	24.
10	651	10	1,398	2	(x)	1	(x)	25.
33	2,156	9	1,263	3	(x)	2	(x)	26.
14	924	2	(x)	2	(x)	-	-	27.
49	3,337	14	(x)	2	(x)	2	(x)	28.
21	1,297	4	(x)	-	-	-	-	29.
25	1,797	8	1,187	2	(x)	-	-	30.
3	243	2	(x)	-	-	2	(x)	31.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)
(Sales are shown in thousands of dollars)

Kind of Business	TOTALS		Less than \$1,000	
	Number of Stores	Sales	Number of Stores	Sales
1. Furniture--Household--Radio Group ...	367	11,502	16	9
2. Furniture stores	131	5,453	2	(x)
3. Household appliance or radio dealers	157	4,923	5	(x)
4. Other home furnishings and appliance stores	79	1,126	9	5
5. Restaurant Group	962	15,000	41	23
6. Restaurants, cafeterias and eating places	664	11,914	23	14
7. Eating places with other merchandise	250	2,811	11	(x)
8. Refreshment booths and stands	48	276	7	(x)
9. Other Retail Stores	1,924	49,451	90	54
10. Farm implement dealers	20	543	1	(x)
11. Feed stores	76	3,754	1	(x)
12. Book and stationery stores	47	948	2	(x)
13. Coal and wood yards (ice dealers)	270	4,764	15	9
14. Drug stores	305	8,277	1	(x)
15. Florists	97	701	6	3
16. Jewellery stores	154	3,895	3	1
17. Office, store and school furniture, equip- ment and supplies	38	1,968	1	(x)
18. Tobacco stores and stands	391	3,520	28	18
19. Liquor stores	74	15,831	-	-
20. Miscellaneous kinds of business	452	5,250	32	18
21. Second-Hand Group	272	1,381	46	25

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$1,000- \$1,999		\$2,000- \$4,999		\$5,000- \$9,999		\$10,000- \$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
12	(x)	57	186	70	520	59	859	1.
2	(x)	13	42	17	121	24	364	2.
2	(x)	26	85	28	215	31	435	3.
8	12	18	59	25	184	4	61	4.
70	102	215	712	224	1,619	178	2,431	5.
38	56	134	441	151	1,098	122	1,655	6.
25	36	63	217	68	486	47	654	7.
7	10	18	54	5	35	9	122	8.
140	201	397	1,339	394	2,810	377	5,360	9.
-	-	3	12	4	26	5	64	10.
3	(x)	6	18	8	53	9	125	11.
2	(x)	15	58	11	83	7	90	12.
35	49	66	226	53	360	41	560	13.
1	(x)	14	53	35	269	90	1,384	14.
14	19	34	112	30	218	7	101	15.
5	7	37	118	37	275	37	541	16.
2	(x)	3	10	4	31	6	97	17.
33	47	102	340	107	773	84	1,161	18.
-	-	-	-	-	-	6	86	19.
45	67	117	392	105	723	85	1,150	20.
42	61	113	363	35	223	27	370	21.

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--(Cont'd)
(Sales are shown in thousands of dollars)

Kind of Business	\$20,000 \$29,999		\$30,000 \$49,999	
	Number of Stores	Sales	Number of Stores	Sales
1. Furniture--Household--Radio Group	45	1,091	39	1,483
2. Furniture stores	20	491	22	820
3. Household appliance or radio dealers	19	445	11	430
4. Other home furnishings and appliance stores	6	154	6	233
5. Restaurant Group	88	2,131	92	3,481
6. Restaurants, cafeterias and eating places	70	1,689	75	2,840
7. Eating places with other merchandise	17	(x)	16	(x)
8. Refreshment booths and stands	1	(x)	1	(x)
9. Other Retail Stores	184	4,499	152	5,789
10. Farm implement dealers	1	(x)	2	(x)
11. Feed stores	9	235	11	433
12. Book and stationery stores	4	93	1	(x)
13. Coal and wood yards (ice dealers)	15	376	21	835
14. Drug stores	77	1,878	52	1,949
15. Florists	3	(x)	2	(x)
16. Jewellery stores	10	231	9	356
17. Office, store and school furniture, equip- ment and supplies	5	126	4	154
18. Tobacco stores and stands	19	459	16	(x)
19. Liquor stores	11	278	11	454
20. Miscellaneous kinds of business	30	724	23	852
21. Second-Hand Group	6	142	2	(x)

Table 3.--Retail Merchandise Trade, 1941, by Size of Business--(Concl'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

\$50,000 \$99,999		\$100,000 \$199,999		\$200,000 \$499,999		\$500,000 of over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
46	3,049	17	2,166	5	(x)	1	(x)	1.
18	(x)	11	1,399	1	(x)	1	(x)	2.
27	1,775	5	(x)	3	(x)	-	-	3.
1	(x)	1	(x)	1	(x)	-	-	4.
39	2,528	15	1,974	-	-	-	-	5.
38	(x)	13	(x)	-	-	-	-	6.
1	(x)	2	(x)	-	-	-	-	7.
-	-	-	-	-	-	-	-	8.
115	7,796	50	6,629	14	3,704	11	11,270	9.
3	160	1	(x)	-	-	-	-	10.
17	1,201	11	1,417	1	(x)	-	-	11.
3	217	1	(x)	1	(x)	-	-	12.
15	1,025	8	(x)	1	(x)	-	-	13.
28	1,803	6	715	1	(x)	-	-	14.
1	(x)	-	-	-	-	-	-	15.
10	674	3	382	2	(x)	1	(x)	16.
6	454	6	803	1	(x)	-	-	17.
2	(x)	-	-	-	-	-	-	18.
19	1,327	11	1,540	6	(x)	10	(x)	19.
11	699	3	(x)	1	(x)	-	-	20.
-	-	1	(x)	-	-	-	-	21.

Table 4.--Retail Merchandise Trade, 1941, Classified by Number of Employees

	Stores		Sales		All Employees		
					TOTAL		Male
	Number	Per Cent	Amount	Per Cent	Number	Per Cent	Number
			\$				
1. Total, All Stores	11,253	100.0	309,572,600	100.0	33,569	100.0	20,287
Stores reporting --							
2. No employees ..	4,482	39.8	26,586,500	8.6	-	-	-
3. 1 employee	2,469	21.9	27,946,900	9.0	2,469	7.4	1,780
4. 2 employees	1,478	13.1	29,047,300	9.4	2,956	8.8	2,043
5. 3 employees	781	7.0	19,998,200	6.4	2,343	7.0	1,573
6. 4 employees	547	4.9	18,714,200	6.0	2,188	6.5	1,452
7. 5-9 employees	970	8.6	51,706,500	16.7	6,153	18.3	4,172
8. 10-19 employees	349	3.1	40,550,900	13.1	4,638	13.8	3,021
9. 20-49 employees	134	1.2	29,680,000	9.6	3,949	11.8	2,363
10. 50-99 employees	32	0.3	19,863,800	6.4	2,108	6.3	1,385
11. 100 employees or over	11	0.1	45,678,300	14.8	6,765	20.1	2,498
Food Group --							
12. Total, All Stores .	3,818	100.0	69,472,200	100.0	5,748	100.0	4,029
Stores reporting --							
13. No employees ..	1,803	47.2	11,783,200	17.0	-	-	-
14. 1 employee	804	21.0	9,326,300	13.4	804	14.0	561
15. 2 employees	500	13.1	10,066,400	14.5	1,000	17.4	648
16. 3 employees	266	7.0	6,759,700	9.7	798	13.9	552
17. 4 employees	171	4.5	6,355,100	9.1	684	11.9	489
18. 5-9 employees	212	5.6	13,106,700	18.9	1,304	22.7	943
19. 10-19 employees	46	1.2	6,266,200	9.0	566	9.8	409
20. 20 employees or over.	16	0.4	5,808,600	8.4	592	10.3	427
Automotive Group --							
21. Total, All Stores .	1,366	100.0	53,939,600	100.0	4,268	100.0	4,030
Stores reporting --							
22. No employees ..	475	34.8	3,475,400	6.4	-	-	-
23. 1 employee	325	23.8	4,118,600	7.6	325	7.6	316
24. 2 employees	195	14.3	3,897,500	7.2	390	9.1	374
25. 3 employees	91	6.7	2,617,700	4.9	273	6.4	261
26. 4 employees	58	4.2	2,155,200	4.0	232	5.4	221
27. 5-9 employees	143	10.5	9,271,500	17.2	885	20.8	841
28. 10-19 employees	48	3.5	7,167,300	13.3	637	14.9	590
29. 20-49 employees	19	1.4	6,435,900	11.9	571	13.4	530
30. 50 employees or over..	12	0.8	14,800,500	27.5	955	22.4	397

Table 4.--Retail Merchandise Trade, 1941, Classified by Number of Employees

All Employees--(Cont'd)			Full-time Employees (Included in Totals)						
Female	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
Number	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	\$						\$		
13,282	30,964,000	100.0	25,649	100.0	16,496	9,153	28,361,200	100.0	1.
-	-	-	-	-	-	-	-	-	2.
689	1,717,400	5.6	1,744	6.8	1,381	363	1,490,400	5.3	3.
913	2,152,600	7.0	2,019	7.9	1,471	548	1,883,400	6.6	4.
770	1,775,600	5.7	1,652	6.4	1,155	497	1,589,100	5.6	5.
736	1,812,100	5.8	1,598	6.2	1,088	510	1,655,300	5.8	6.
1,981	6,018,600	19.4	4,991	19.4	3,444	1,547	5,689,800	20.0	7.
1,617	4,480,500	14.5	3,791	14.8	2,536	1,255	4,202,800	14.8	8.
1,586	4,194,000	13.5	3,378	13.2	2,127	1,251	4,000,300	14.1	9.
723	2,371,400	7.7	1,913	7.5	1,324	589	2,326,500	8.2	10.
4,267	6,441,800	20.8	4,563	17.8	1,970	2,593	5,523,600	19.5	11.
-	-	-	-	-	-	-	-	-	-
1,719	4,374,400	100.0	4,205	100.0	3,086	1,119	4,205,500	100.0	12.
-	-	-	-	-	-	-	-	-	-
243	501,400	11.5	571	13.6	450	121	459,800	11.3	13.
352	642,300	14.7	708	16.8	492	216	572,600	14.3	14.
246	524,400	12.0	552	13.1	389	163	472,800	11.8	15.
195	497,000	11.4	500	11.9	364	136	460,100	11.5	16.
361	1,109,700	25.3	986	23.5	725	261	1,033,800	25.8	17.
157	492,800	11.3	436	10.4	331	105	464,800	11.6	18.
165	606,800	13.8	452	10.7	335	117	565,000	14.0	19.
-	-	-	-	-	-	-	-	-	-
238	5,243,400	100.0	3,772	100.0	3,583	189	5,063,100	100.0	20.
-	-	-	-	-	-	-	-	-	-
9	235,800	4.5	232	6.2	227	5	204,000	4.0	21.
16	322,700	6.2	279	7.4	276	3	289,400	5.7	22.
12	265,700	5.1	211	5.6	206	5	244,100	4.8	23.
11	226,000	4.3	182	4.8	178	4	212,600	4.2	24.
44	1,038,000	19.8	785	20.8	754	31	990,900	19.5	25.
47	830,400	15.8	581	15.4	539	42	811,200	16.0	26.
41	850,000	16.2	552	14.6	511	41	843,800	16.7	27.
58	1,474,800	28.1	950	25.2	892	58	1,473,100	29.1	28.

Table 5.--Retail Merchandise Trade, 1941. Credit Sales, Instalment Sales,
and Accounts Outstanding

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales \$	Number of Stores	Sales \$
1. Total, All Stores	11,253	309,572,500	3,013	39,531,700
2. Food Group	3,818	69,472,200	860	8,182,800
3. Bakery products stores	151	1,302,800	34	193,100
4. Candy and confectionary stores	852	6,066,200	278	1,592,900
5. Dairy products dealers	98	2,984,100	39	629,100
6. Fruit and vegetable stores	240	3,244,500	67	638,800
7. Grocery stores (without fresh meat)	1,860	28,098,400	326	3,492,600
8. Combination stores (groceries and meats)	255	19,248,700	24	513,200
9. Meat markets (including sea foods).	491	9,721,100	69	965,200
10. Other food stores	71	806,400	23	158,100
11. Country General Stores	728	16,057,400	194	3,735,900
12. General Merchandise Group	206	53,545,800	64	1,322,900
13. Department stores and mail-order houses or offices	31	44,379,300	11	597,700
14. General merchandise and dry goods stores	127	4,567,800	45	653,000
15. Variety stores	48	4,598,700	8	72,200
16. Automotive Group	1,366	53,939,600	400	8,157,100
17. Motor vehicle dealers	207	35,382,100	36	4,028,000
18. Accessory, tire and battery shops .	40	1,516,200	12	175,500
19. Garages	290	5,701,700	71	963,500
20. Filling stations	806	11,114,700	269	2,890,800
21. Other automotive establishments ...	23	224,900	12	99,300
22. Apparel Group	1,143	25,254,700	315	3,958,600
23. Men's and boys' clothing and furnishings stores	340	6,369,100	106	944,300
24. Family clothing stores	111	4,856,600	18	362,500
25. Women's apparel and accessories stores	547	10,279,900	149	2,070,100
26. Shoe stores	145	3,749,100	42	581,700

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales,
and Accounts Outstanding

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	\$	\$		\$	\$	
8,240	270,040,900	86,609,000	32.1	29,093,900	19,514,400	1.
2,958	61,289,400	16,616,400	27.1	-	2,487,200	2.
117	1,109,700	67,000	6.0	-	13,300	3.
574	4,473,400	258,400	5.8	-	47,400	4.
59	2,355,000	594,500	25.2	-	86,900	5.
173	2,605,700	404,300	15.5	-	52,600	6.
1,334	22,605,800	8,882,900	39.3	-	1,330,800	7.
231	18,735,500	2,933,200	15.7	-	401,700	8.
422	8,755,900	3,447,200	39.4	-	548,100	9.
48	648,300	29,000	4.5	-	6,400	10.
534	12,321,500	5,243,800	42.6	104,500	1,635,900	11.
142	52,222,900	13,943,600	26.7	3,965,200	2,971,700	12.
20	43,781,600	12,184,900	27.8	3,621,100	2,457,800	13.
82	3,914,800	1,758,500	44.9	344,100	513,000	14.
40	4,526,500	200	-	-	900	15.
966	45,782,500	24,615,800	53.8	14,297,800	3,046,600	16.
171	31,354,100	19,840,300	63.3	13,692,700	2,001,800	17.
28	1,640,700	1,030,700	76.9	96,900	159,900	18.
219	4,738,200	1,890,800	39.9	194,400	472,000	19.
537	8,223,900	1,800,600	21.9	66,700	389,500	20.
11	125,600	53,400	42.5	47,100	23,400	21.
826	21,296,100	4,068,000	19.1	2,004,200	1,211,400	22.
234	5,424,800	1,275,400	23.5	506,100	298,300	23.
93	4,494,100	938,700	20.9	157,200	241,300	24.
398	8,209,800	1,605,200	19.6	1,330,600	598,300	25.
103	3,167,400	248,700	7.9	-	73,500	26.

(1) Included in credit sales.

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales,
and Accounts Outstanding

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales	Number of Stores	Sales
		\$		\$
1. Building Materials Group	467	13,969,500	108	1,758,900
2. Hardware stores	201	4,927,600	29	454,500
3. Lumber and building material dealers	125	5,234,800	29	782,500
4. Other building materials	141	3,807,100	50	521,900
5. Furniture--Household--Radio Group	367	11,501,600	72	856,500
6. Furniture stores	131	5,453,300	19	466,800
7. Household appliance or radio dealers	157	4,922,700	35	310,400
8. Other home furnishings and appliance stores	79	1,125,600	18	79,300
9. Restaurant Group	962	15,000,300	420	4,769,700
10. Restaurants, cafeterias and eating places	664	11,913,500	302	3,721,400
11. Eating places with other merchandise	250	2,810,800	98	960,100
12. Refreshment booths and stands	48	276,000	20	88,200
13. Other Retail Stores	1,924	49,451,000	478	6,399,400
14. Farm implement dealers	20	542,700	3	17,200
15. Feed stores	76	3,753,500	33	1,346,100
16. Book and stationery stores	47	949,100	12	155,700
17. Coal and wood yards (ice dealers) .	270	4,764,200	102	1,131,400
18. Drug stores	305	8,277,000	21	397,000
19. Florists	97	700,800	25	128,600
20. Jewellery stores	154	3,895,400	40	498,200
21. Office, store and school furniture, equipment and supplies	38	1,968,300	15	945,800
22. Tobacco stores and stands	391	3,520,100	81	590,900
23. Liquor stores	74	15,830,600	-	-
24. Miscellaneous kinds of business ...	452	5,250,300	147	1,188,500
25. Second-Hand Group	272	1,380,500	101	389,900

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales, and Accounts Outstanding--(Concl'd)

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding Dec. 31, 1941	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
		\$		\$	\$	
359	12,210,600	7,146,000	58.5	787,600	2,052,200	1.
172	4,473,100	2,102,400	47.0	446,900	748,400	2.
96	4,452,300	2,784,600	62.5	71,900	771,400	3.
91	3,285,200	2,259,000	68.8	268,800	532,400	4.
295	10,645,100	6,931,900	65.1	6,050,000	3,230,400	5.
112	4,986,500	3,364,900	67.5	3,078,900	1,308,100	6.
122	4,612,300	3,368,400	73.0	2,843,800	1,906,300	7.
61	1,046,300	198,600	19.0	127,300	76,900	8.
542	10,230,600	-	-	-	-	9.
362	8,192,100	-	-	-	-	10.
152	1,850,700	-	-	-	-	11.
28	187,800	-	-	-	-	12.
1,445	43,051,600	7,948,900	18.5	1,850,500	2,762,100	13.
17	525,500	328,600	62.5	303,500	115,700	14.
43	2,407,400	1,490,900	61.9	500	545,200	15.
35	792,400	359,500	45.4	156,300	262,500	16.
168	3,632,800	1,344,600	37.0	111,200	473,500	17.
284	7,880,000	1,192,700	15.1	-	230,800	18.
72	572,200	91,500	16.0	-	37,700	19.
114	3,397,200	1,236,500	36.4	840,000	400,900	20.
24	1,022,500	657,000	64.3	186,900	368,700	21.
310	2,929,200	100,100	3.4	-	30,000	22.
74	15,830,600	-	-	-	-	23.
305	4,061,800	1,147,500	28.3	252,100	297,300	24.
171	990,600	94,600	9.5	44,400	56,900	25.

(1) Included in credit sales.

Table 6. Retail Merchandise Trade, by Types of Operation--1930 and 1941.

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Total, All Stores	9,501	11,253	248,597,500	309,572,600	100.0	100.0	44,958,000
Independents	8,419	10,405	192,471,000	242,756,800	77.4	78.4	38,407,200
Single-store independents	7,885	9,398	170,975,900	206,008,900	68.8	66.6	32,169,000
Single stores (in voluntary chains)	127	378	2,885,000	10,823,000	1.2	3.4	1,469,400
Two-store multiples	293	487	11,562,500	20,774,300	4.6	6.7	3,569,600
Two-store multiples (in voluntary chains)	10	18	481,500	732,000	0.2	0.2	229,100
Three-store multiples	134	123	6,566,100	4,656,000	2.6	1.5	1,006,300
Three-store multiples (in voluntary chains)	-	4	-	62,600	-	(b)	13,800
Chains	690	767	49,133,700	94,486,100	19.8	20.8	5,006,800
Local chains	227	121	7,666,500	4,865,200	3.1	1.6	585,300
Provincial chains	171	379	22,991,000	36,091,200	9.2	11.5	2,758,300
Sectional and national chains	244	240	13,316,800	22,219,800	5.4	7.2	2,283,400
Manufacturer-controlled chains	48	27	5,159,400	2,291,900	2.1	0.7	379,600
Other types	392	81	6,982,800	2,329,700	2.8	0.8	314,200
Industrial stores	88	46	5,431,500	1,879,200	2.2	0.6	442,500
Leased departments or concessions	25	35	598,700	450,500	0.2	0.2	51,700
Other types of operation (1)	279	-	962,600	-	0.4	-	-

(1) Figures for 1930 include producer-distributors of milk, itinerant operators. These types of business were not included in the regular tables of the 1941 Census.

(b) Less than .05 per cent.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Grocery Stores	1,303	1,550	\$ 19,977,500	\$ 26,098,400	100.0	100.0	\$ 2,882,300
Independents	1,196	1,544	15,562,500	21,626,500	78.0	82.9	2,440,200
Single-store independents	1,080	1,308	12,822,800	15,990,000	64.2	61.3	1,878,800
Single stores (in voluntary chains)	81	192	1,573,300	4,467,200	7.9	17.1	422,300
Two- and three-store multiples	35	44	1,186,400	1,169,100	5.9	4.5	139,100
Chains	104	112	4,376,500	4,430,100	21.9	16.9	436,800
Other types	3	4	18,500	42,000	0.1	0.2	5,500
Combination Stores	158	255	6,310,400	19,248,700	100.0	100.0	849,800
Independents	116	157	3,821,700	6,337,700	60.6	32.9	431,000
Single-store independents	98	115	2,967,000	3,654,400	47.4	19.0	257,800
Single stores (in voluntary chains)	11	32	303,100	1,253,800	4.8	6.5	91,900
Two- and three-store multiples	7	10	531,600	1,429,500	8.4	7.4	81,300
Chains	42	96	2,488,700	12,869,600	39.4	66.9	415,300
Other types	-	2	-	41,400	-	0.2	3,500
Meat Markets (including sea foods)	506	491	10,908,200	9,721,100	100.0	100.0	240,500
Independents	(a)	414	(a)	8,297,800	(a)	85.4	203,400
Single-store independents	(a)	365	(a)	7,209,100	(a)	74.2	175,300
Single stores (in voluntary chains)	(a)	10	(a)	279,500	(a)	2.9	8,900
Two- and three-store multiples	(a)	39	(a)	809,200	(a)	8.3	19,200
Chains	(a)	72	(a)	1,355,800	(a)	13.9	36,500
Other types	(a)	5	(a)	67,500	(a)	0.7	800

(a) Comparable data not available

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930 \$	1941 \$	1930	1941	
Variety, 5-and-10 and to-a-dollar stores	30	48	3,640,000	4,598,700	100.0	100.0	682,100
Independents	9	26	55,200	437,200	1.8	9.5	117,800
Single-store independents	9	18	65,200	205,500	1.8	4.5	64,100
Single stores (in voluntary chains)	-	8	-	231,700	-	5.0	53,700
Two- and three-store multiples ..	-	-	-	-	-	-	-
Chains	21	22	3,574,800	4,161,500	96.2	90.5	564,300
Other types	-	-	-	-	-	-	-
Men's clothing and furnishings stores	342	340	6,366,200	6,369,100	100.0	100.0	2,070,000
Independents	332	331	5,833,900	5,886,500	91.6	92.4	1,998,600
Single-store independents	326	312	5,659,400	5,601,000	88.9	87.9	1,913,800
Two- and three-store multiples ..	6	19	174,500	285,500	2.7	4.5	84,800
Chains	10	7	532,300	471,400	8.4	7.4	70,700
Other types	-	2	-	11,200	-	0.2	700
Women's apparel and accessories stores	257	547	6,137,000	10,279,900	100.0	100.0	2,324,700
Independents	(a)	519	(a)	8,912,300	(a)	86.7	2,039,100
Single-store independents	(a)	487	(a)	7,958,400	(a)	77.4	1,881,500
Two- and three-store multiples ..	(a)	32	(a)	953,900	(a)	9.3	207,600
Chains	(a)	25	(a)	1,333,500	(a)	13.0	228,600
Other types	(a)	3	(a)	34,100	(a)	0.3	7,000

(a) Comparable data not available.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd.)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Shoe stores	122	145	3,078,200	3,749,100	100.0	100.0	1,322,400
Independents	103	115	2,441,100	2,830,800	79.3	75.5	1,076,500
Single-store independents	87	97	1,651,100	2,138,700	53.6	57.0	867,200
Two- and three-store multiples	16	18	790,000	692,100	25.7	18.5	209,300
Chains	19	30	637,100	918,300	20.7	24.5	245,900
Other types	-	-	-	-	-	-	-
Furniture stores	86	131	2,456,800	5,453,300	100.0	100.0	1,342,700
Independents	(a)	117	(a)	3,932,600	(a)	72.1	1,023,100
Single-store independents	(a)	93	(a)	2,889,000	(a)	53.0	725,500
Two- and three-store multiples	(a)	24	(a)	1,043,600	(a)	19.1	297,800
Chains	(a)	14	(a)	1,520,700	(a)	27.9	319,600
Other types	(a)	-	(a)	-	-	-	-
Household appliance and radio dealers ..	146	157	4,932,300	4,922,700	100.0	100.0	1,180,900
Independents	(a)	125	(a)	2,850,400	(a)	57.9	644,400
Single-store independents	(a)	111	(a)	2,205,900	(a)	44.8	470,400
Two- and three-store multiples	(a)	13	(a)	644,500	(a)	13.1	174,000
Chains	(a)	32	(a)	2,072,300	(a)	42.1	536,500
Other types	(a)	-	(a)	-	-	-	-

(a) Comparable data not available.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Concl'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
Restaurants, cafeterias and eating places (2)	612	914	9,984,600	14,724,300	100.0	100.0	426,800
Independents	569	877	8,600,900	13,239,500	86.1	89.9	392,000
Single-store independents	552	842	7,685,200	12,516,900	77.0	85.0	376,900
Single stores (in voluntary chains)	-	1)	-	722,600	9.1	4.9	15,100
Two- and three-store multiples	17	34	915,700	1,477,000	12.7	10.0	34,600
Chains	34	35	1,269,400	7,800	1.2	0.1	200
Other types	9	2	114,300				

(2) Excludes refreshment booths and stands.

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